

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE HELD IN
THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET, THETFORD ON MONDAY
10th FEBRUARY 2014 STARTING AT 4.30 P.M.

Present:

Councillors:

Miss C A Fulford (Chairman)
D Crawford

Mrs B J Canham
T J Jermy

Officers in attendance:

Emma Patrick Deputy Town Clerk
Chris Crimmen Committee Secretary
David Brooks Guildhall Complex Co-Ordinator

Minutes

- 762/13 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 763/13 APOLOGIES FOR ABSENCE
Apologies were received from Councillor B J Skull.
- 764/13 MINUTES
Resolved the minutes of the committee's meeting held on the 21st November 2013, as received by Council on the 21st November 2013, be confirmed as a true record and signed/initialled by the Chairman.
- 765/13 BUDGET 2014/15
The Chairman reviewed the Budget and it was requested by the Committee to carry forward the £5,000 allocated to update the Council website in this year's to the 2014/15 Budget.
- 766/13 FACEBOOK/NEWSLETTER/ARCHANT
The Chairman opened the discussion on Facebook and stated that the cover photo on the Thetford Town Council page was out of date images by changing it and updating posts more regularly would keep it interesting. The updating of the Facebook page is currently undertaken by the Town Council Office staff. After a discussion it was suggested that along with the work that is undertaken to update the Thetford's Great Website, the Town Council Facebook page could be included at the same time. The Chairman left the meeting and a further discussion took place to explore either the possibility of on using an external organisation to update the pages, or whether there is scope for Thetford Town Council staff to do this. Leaping Hare currently undertake this work at no cost in additional to the work undertaken as Thetford's Tourist Information Centre.
It was agreed that Councillor T Jermy and the Deputy Town Clerk would meet and write a report on this whole issue. Then a one item special Marketing & Communications meeting (excluding Councillor Miss C Fulford as an interested party) would be called to discuss this. In addition to this, it was also agreed that a letter should be sent to Leaping Hare from the Town Clerk expressing the Council's thanks for the work undertaken so far, and to see if they are willing to continue with this until a more permanent solution is found.

The Chairman re-joined the meeting.

A discussion followed regarding donations to the Town Council for the Hanging Baskets and Christmas Lights. The Deputy Town Clerk reported that the donations received for Christmas Lights was £1040.00. It was felt that many of the large retailers and banks in the town did not support these items even though they bring in many people to the Town. It was decided that the Chairman and the Deputy Town Clerk design an A4 colour poster with photos stating the benefits to businesses in the town which could be sent to them. In conjunction with this the Deputy Town Clerk will contact each of the businesses in the town, and update the list with who would be appropriate to contact regarding donations.

The Deputy Town Clerk stated that Archant are running a free workshop on marketing and advertising on the 1st April 2014 and would forward any further details once they were received. It was agreed that following the success of the workshop on press releases, it would be a good idea to approach Archant and see if they were willing to run another one.

The Chairman reviewed the press release item that is now included on all agendas and minutes. The wording was reviewed and it was decided the wording for the heading should read as follows:

PRESS RELEASES

To consider any press release arising from this meeting's agenda.

The Chairman wished to thank the Allotments and Charles Burrell High School Sub Committees who were the first two committees to issue a press release.

768/13

PHOTOGRAPHY

The Chairman opened a discussion on photographs used on the Council website and Facebook account. It was decided that:

- A list of events will be collated where camera/photographs will be needed.
- A photographer will be booked.
- The Council will advertise for amateur photographers who will be asked to submit photos of Town events to the Council.
- There should be a change of culture where a press release is thought of first to advertise all the good things that sometimes go unreported.

769/13

INFORMATION KIOSKS FOR BUS INTERCHANGE

The Deputy Town Clerk reported that the Town Clerk had already briefed to Full Council regarding the information kiosks, but had additional information supplied by NCC to pass to this meeting. The information kiosks will be situated at the Bus Interchange with touch screens giving access to bus timetables. In addition it was possible to create links to other relevant information. Discussion followed and it was thought that sites such as; the Town Council Website, tourist information and "Thetford's Great" website etc, should be included. However, we would need to notify them of this detail. The Chairman thought these links should be restricted to six or seven items

and these can be decided at a later meeting. NCC can then be notified ready for the opening in March 2015.

770/13

TOWN GUIDE

The Deputy Town Clerk reported she had been contacted by a company who specialise in producing Town Guides free of charge for local councils. Following a discussion it was agreed that prior to the next meeting all members of the committee would review the current Town Guide and determine:

- What do we want the Town Guide to do for the Council?
- Can we design and sell advertising for our own town guide?
- What should the main headings for the guide?

In the meantime the Deputy Town Clerk will send a holding response to the company.

771/13

TOWN COUNCIL WEBSITE

The Deputy Town Clerk and the Civic Secretary had reviewed what would be essential for the new website:

- An interactive booking system covering every aspect of the Town Councils operations
- A rotating interactive opening screen with the latest scrolling news
- Links to all internal and external sites including "Theford's Great" and the Town Council's Facebook page.
- Tabs to connect to hire/cemetery/allotments/booking forms
- Councillors details including an interactive map so residents can find out which Ward they are in and speak to the relevant Councillor(s)
- Links to Breckland Council / Norfolk County Council with information regarding their responsibilities
- History of the Town Council / Regalia / Twinning Towns
- Photos of all our venues showing them laid out for different events - Guildhall Complex, St Peter's and Charles Burrell High School
- Prices/availability/on line booking forms and payments for the venues together with forms for Cemetery/Allotments/Markets/Grit Bins/Community grants/Tendering/Job applications
- A members only section available for Councillors/Council officials
- Direct access to enable officials to update the website immediately

The Chairman thanked them for a very comprehensive report and opened a discussion on the proposed updated website. With the work that would be needed on the booking and payments system, as well as all the other interactive systems it was clear that the £5,000 set aside for this work would not cover the cost of the upgraded site. It was proposed by Councillor T Jermy and seconded by Councillor D Crawford that the Council should obtain tenders for Thetford Town Council to design a new website. If this work is not carried out by the end of the Financial Year then the budget set aside for this work should be carried over into the Budget for 2014/15.

RECOMMENDATION: The Council should obtain tenders for Thetford Town Council to design a new website. If this work is not carried out by the end of the Financial Year then the budget set aside for this work should be carried over into the Budget for 2014/15.

772/13

ITEMS OF URGENT BUSINESSa) LA FETE FRANGLAIS

The Deputy Town Clerk reported that the very successful La Fete FranGLais who performed in the Town and Kings gardens would like to return on 19th/20th July 2014. This was a free event booked through Breckland Council although there was staff time and the use of King's Gardens to take into account. The event was agreed to in principle; however the Staniforth Trust would need to give permission for the use of the Gardens and clarification would be needed as to whether any support would be requested from the Town Council, e.g. staff overtime.

773/13

PRESS RELEASES

None.

Chairman.

ACTION POINT	BY WHOM	BY WHEN
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	28/02/2014
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	31/03/2014
Review the Town Guide and offer suggestions on the contents.	All members of the Committee.	Next M&C Meeting.
To write a specification for the design of the new website and obtain tenders to put before the Committee	The Deputy Town Clerk and the Guildhall Co-ordinator	31/03/14