

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE  
HELD IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET,  
THETFORD ON THURSDAY 17<sup>th</sup> JULY 2014 STARTING AT 2.00 P.M.

Present:

The Mayor, Councillor Mrs S Armes

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

342/14 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

None.

343/14 MINUTES

Resolved the minutes of the committee's meeting held on the 14<sup>th</sup> June 2014, as received by Council on the 24<sup>th</sup> June 2014, be confirmed as a true record and signed/initialled by the Chairman.

344/14 APOLOGIES FOR ABSENCE

Apologies were received from Councillor B J Skull.

345/14 ACTION POINTS

The Chairman reviewed last month's action points:

- a) *To arrange a special exhibition displaying the very important and unique Thetford Town Council regalia on Saturday 13<sup>th</sup> September 2014 and advertise in the publication "Heritage Open Days".*

The Deputy Town Clerk reported that staff were able to facilitate this happening and that it was her understanding that the exhibition had now been advertised in the "Heritage Open Days Brochure" and will be open from 10.00 a.m. - 2.00 p.m. Councillors Mrs B Canham and D Crawford will be in attendance to greet and speak to visitors. The Mayor, Councillor Mrs S Armes will check the Mayoral schedule to see if she is also able to attend. The Deputy Town Clerk added that she had recently learned that the Deputy Town Clerk for Thetford Town Council was killed in WW1. Further research will be undertaken with local historian David Osborne and it is hoped that this can be added to the exhibition.

- b) *Add Christmas Lights and Hanging Baskets to the July meeting agenda.*

This item will be reviewed under agenda number 351/14.

- c) *Review content of Town Guide and advise Deputy Town Clerk of any amendments to be made.*

This item will be reviewed under agenda number 348/14.

346/14

#### MINUTES/AGENDAS

The Chairman asked the officers present how the recommendations made at the last meeting were working in practice. The Committee Secretary reported that the change that the Chairman of each Committee should ensure the full agenda is sent to the Committee Secretary 7 clear days before the meeting date was still causing the odd problem but it was early days yet and he was sure this would not continue. The Chairman opened a discussion on the second change when the Committee Secretary should forward completed minutes to all Committee Chairman as soon as they are typed, prior to the minutes being published at the Full Council meeting at the end of each month. Again there was the odd problem last month but it was confirmed that the minutes should be sent out to the Chairman as soon as possible, although it was acknowledged by the committee that this will not always be as early as hoped, dependant on meeting volume and the ability to produce and get them out. The Chairman will forward the minutes to the Committee, collate any proposed changes and return them to the Committee Secretary at least 2 working days before the Councillor agenda packs are sent out.

The Deputy Town Clerk opened a discussion on recording all meetings by audio following the recent NALC guidance on the recording of meetings by those attending. It was agreed by the Councillors present that this would enhance meetings and it was agreed that the Deputy Town Clerk should explore various recording methods and cost to record all Thetford Town Council meetings (to include both audio and visual) and report back to the Committee.

347/14

#### ADVERTISING/SOCIAL MEDIA

The Chairman reviewed the current requirements and processes for Facebook/Twitter. It was reported that the Guildhall Complex Co-ordinator is now able to update the Guildhall complex Facebook/Twitter pages.

Councillor T Jermy reported that some offensive, even libellous, comments had been published on Facebook from a prospective tenant of the Charles Burrell Centre. The Deputy Town Clerk reported that as discussed at the recent CBC Committee meeting, following a request, the correct paperwork, was not presented and as such were not offered a tenancy at this time. They were contact by the Chairman of the CBC Committee and informed of the decision and asked to re-engage in twelve months if they were still interested in using the CBC. The Committee agreed that the Town Council's Solicitor should be consulted on this issue to discover what can be done about these and any future comments which may arise.

It was also decided that the Town Council's existing policies regarding social media was be reviewed by the office to ensure they are robust.

The Chairman reported that the proof of the Council's page, including the advert for the regalia exhibition, in the Heritage Open Days Brochure is available and she will email the proof to the Committee.

348/14

#### TOWN GUIDE

The Chairman reported that she was disappointed with her recent dealings with the publishers of the Town Guide. She and the Deputy Town Clerk had been working to the deadline given by them of 30<sup>th</sup> June 2014 to supply the cover photograph and proof for the text. Following the submission of the proof for the text by the Deputy Town Clerk, the Chairman telephoned to check on progress and was informed nothing further had been done but the Town Guide would be printed in September 2014. The Deputy Town Clerk added that the proof for the Town Guide should be received by the office by 31<sup>st</sup> July 2014 as this was the date given by the publishers. She will keep the Committee updated on progress.

349/14

#### TOWN COUNCIL WEBSITE

The Deputy Town Clerk reported that following the issue of the website tender letter (utilising the Buy Local website) to eleven companies, and the advertising on the Town Council website and Facebook page, nine companies have submitted an expression of interest to build the new Thetford Town Council website. It was agreed at the meeting that rather than limit the Council to just three companies as previously noted, all would be invited to the briefing meeting in the Council Chamber on Monday 21<sup>st</sup> July 2014 at 10.00 a.m. The Deputy Town Clerk and Guildhall Complex Co-ordinator will lead the briefing and answer any questions. The Chairman read out the original brief and asked for any comments. It was agreed that Banner Advertising for sponsored adverts should be substituted by a page on the Council's partners and preferred lists. After this meeting tenders will close on 18<sup>th</sup> August 2014 by 5.p.m. There will be a special Full Council meeting to approve the contract on Tuesday 26<sup>th</sup> August 2014.

350/14

#### GUILDHALL / CARNEGIE COMPLEX MARKETING PACK

The Guildhall Complex Co-ordinator stated that the Council should have a marketing pack that should highlight the hiring opportunities on all Council properties. Following discussion it was agreed that the pack should be put together by a professional graphic designer/photographer and replicated on the Council website. The pack should contain a wraparound cover showing photographs of all four centres and then the pack can be individualised depending on the facility being highlighted/promoted. It was agreed that the Guildhall Complex Co-ordinator should work up a plan for a marketing brochure wrap, inserts and photographer for the committee to consider by the end of September 2014. It was agreed that the cost of this venture should be shared amongst the marketing budgets of Marketing and Communications, Guildhall and Markets and the Charles Burrell Centre as all would benefit from this work.

351/14

#### HANGING BASKETS & CHRISTMAS LIGHTS

The Deputy Town Clerk reported that she is currently having the Roll of Honour produced to set up in the front of King's House to thank contributors who donated £1,535. The plants cost £1,651.80 with the watering costing £4,725.00. The Deputy Town Clerk reported that the Christmas lights cost £12,000.00 which covered installation, testing and taking down. There was a cost of electricity but this was a small cost. A discussion took place on how businesses in the Town Centre can be engaged in order to improve their contributions to both the hanging baskets and the Christmas Lights. It was agreed to have an agenda item to discuss this matter and the Chairman requested Councillors consider ideas so information can be put together and a plan of action agreed to improve contributions to the two important Council initiatives.

The Deputy Town Clerk reported that once the hanging baskets are taken down later in the year, the seven wire baskets will require replacing with the black plastic ones and the wicks will require replacing on all of the remaining baskets. In addition, the wooden troughs would be refurbished by the Works Team as these were looking tired. At this time costs are not known, but once received they will be reported back to the Committee for agreement.

352/14

#### ANNUAL REPORT

The Chairman requested an update. The Deputy Town Clerk reported that all but one of the reports have now been received, and when this is received by the office the Annual Report can be published.

353/14

MARKET FLYERS

The Chairman reported that some time ago the Guildhall and Markets Committee had agreed a flyer be produced publicising the Thetford Markets on Tuesdays and Saturdays. A draft was produced, but unfortunately no further action had been taken. The Chairman presented the draft of the flyer to the Committee. After discussion it was agreed that the Committee were happy to utilise the draft that had already be produced, and that the reverse of the flyer would be updated with the days and times of the markets. It was agreed that these should be produced in A5 size, double sided and that the matter should be referred back to the Guildhall and Markets Committee for information.

354/14

ITEMS OF URGENT BUSINESS

None.

355/14

PRESS RELEASES

None.

<b>ACTION POINT</b>	<b>BY WHOM</b>	<b>BY WHEN</b>
The Chairman and Deputy Town Clerk should explore various recording methods and cost to record all Thetford Town Council meetings.	Councillor Miss C Fulford and the Deputy Town Clerk.	31/08/2014
Review the Town Council's existing policies regarding social media to ensure they are robust.	Councillor Miss C Fulford and the Deputy Town Clerk.	31/08/2014
The Guildhall Complex Co-ordinator should work up a plan for a marketing brochure wrap, inserts and photographer for the committee to consider	Guildhall Complex Co-ordinator	30/09/2014