

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE  
HELD IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET,  
THETFORD ON MONDAY 9<sup>th</sup> JUNE 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

The Deputy Town Clerk raised an item of urgent business that needed to be taken before the meeting opens.

a) ELECTION OF COMMITTEE CHAIRMAN AND VICE CHAIRMAN FOR THE MAYORAL YEAR 2014/15

Chair

RESOLVED that Councillor Miss C A Fulford be elected Chairman of the Marketing & Communications Committee for the Mayoral year 2014/15.

Vice Chair

RESOLVED that Councillor Mrs B J Canham be elected Vice Chair of the Marketing & Communications Committee for the Mayoral year 2014/15.

180/14 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

None.

181/14 MINUTES

Resolved the minutes of the committee's meeting held on the 14<sup>th</sup> April 2014, as received by Council on the 29<sup>th</sup> April 2014, be confirmed as a true record and signed/initialled by the Chairman.

182/14 APOLOGIES FOR ABSENCE

Apologies were received from Councillor Mrs S J Armes.

183/14 ACTION POINTS

The Chairman reviewed last month's action points:

a) *To write a report on using Council Staff or external company to update the Town Council's on-line pages.*

At this point the Chairman declared an interest and left the room. The Deputy Town Clerk presented a report from the Town Clerk which stated that this action had now been superseded by the fact the Council would shortly be recruiting an additional officer, and part of their responsibilities will be to cover marketing and communications. The job advert is about to be published, and it is hoped that the successful candidate would be in post by 1<sup>st</sup> October 2014. It was also noted that Leaping Hare had been updating the Thetford's Great website since it went 'live' on 18<sup>th</sup> October 2013. As such, it was felt that a suitable weekly fee for these duties would be £30.00.

Councillor T Jermy and Councillor D Crawford seconded that Thetford Town Council pay an ex-gratia payment of £1,360 to the Leaping Hare for the period of 1<sup>st</sup> November 2013 to 30<sup>th</sup> September 2014 (£120 per month) for the updating service of the Thetford's Great website. From 1<sup>st</sup> October 2014, Leaping Hare will retain their access to the website in order to update the events and other specific areas required in their role as Tourist Information Centre.

**RECOMMENDATION: Thetford Town Council pay an ex-gratia payment of £1,360 to the Leaping Hare for the period of 1<sup>st</sup> November 2013 to 30<sup>th</sup> September 2014 (£120 per month) for the updating service of the Thetford's Great website. From 1<sup>st</sup> October 2014, Leaping Hare will retain their access to the website in order to update the events and other specific areas required in their role as Tourist Information Centre.**

The Chairman rejoined the meeting.

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

The Chairman reported that the leaflet was now redundant as the hanging baskets advert has been placed in the About Thetford and letter sent to Thetford businesses. This will now be removed from the action list, however hanging baskets and Christmas lights will be added to the next agenda.

*c) 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.*

Done.

*d) To arrange a special exhibition displaying the very important and unique Thetford Town Council regalia and advertise this in the publication "Heritage Open Days".*

The Chairman advised that the date for the Heritage Open Day is Saturday 13<sup>th</sup> September 2014. Photos of the regalia and Kings House will be selected in the next few days so that this special exhibition can be advertised in the publication "Heritage Open Days". Councillor S N H Wright will be sending the text for the publication for checking, and the Deputy Town Clerk will confirm whether staff will be available to set out the regalia for display in the Council Chamber. A time was suggested of 10.00am to 2.00pm to the display. Councillor Mrs B Canham and Councillor D Crawford volunteered to be available for the exhibition to help receive visitors.

*e) Prepare and draft a tender for a new Town Guide (to include a street map) for Marketing and Communications Chairman to review.*

Done.

184/14

#### MINUTES/AGENDAS

The Chairman stated she wished to discuss:

- The way meetings are set and the dates when agendas have to posted on the notice board and on-line.
- How minutes can be made available to Chairman prior to the minutes being published at the Full Council meeting at the end of each month.
- When minutes should be published on-line.

#### Agendas

The Committee Secretary confirmed that the NALC guidelines for the publishing of agendas are: The agenda must be published giving three clear days' notice of the meeting. This should exclude the day the agenda was

posted and the day of the meeting. Sundays and bank holidays cannot be included. It was decided that in order to abide by these guidelines the Chairman of each Committee should ensure the full agenda is sent to the Committee Secretary 7 clear days before the meeting date. It was decided that, as far as possible, all Committees should set meeting dates in advance to cover the Mayoral year. Tuesdays should be avoided and, if possible, meetings should be set during the first two weeks of the month to avoid any problems producing minutes in time for packs that are sent to Councillors for the Full Council meeting. The only meeting that should occur in this week as a rule is the Finance meeting; only in exceptional circumstances will other meetings be considered to take place in this week.

#### Minutes

It was decided that the Committee Secretary should forward completed minutes to all Committee Chairman prior to the minutes being published at the Full Council meeting at the end of each month.

#### Public Minutes

It was decided that Public Committee minutes can be published on-line when they have been accepted by Full Council and for any below the line minutes there will need to be a statement by the Chairman as soon as the Statement of exclusion is read out which will give the reason for the exclusion of each item below the line. This only needs to be in general terms (i.e. discussion of personal details will take place, related to ongoing legal counsel, contract issues etc.). Councillor D Crawford proposed and Councillor Mrs B Canham seconded that:

- The Chairman of each Committee should ensure the full agenda is sent to the Committee Secretary 7 clear days before the meeting date.
- As far as possible, all Committees should set meeting dates in advance to cover the Mayoral year following election of the Chair.
- The Committee Secretary should forward completed minutes to all Committee Chairman as soon as they have been typed published at the Full Council meeting at the end of each month.
- That Committee minutes can be published on-line when they have been accepted by Full Council.
- For any below the line minutes there will need to be a statement by the Chairman as soon as the Statement of exclusion is read out which will give the reason for the exclusion of each item below the line.

#### **RECOMMENDATION:**

- **The Chairman of each Committee should ensure the full agenda is sent to the Committee Secretary 7 clear days before the meeting date.**
- **As far as possible, all Committees should set meeting dates in advance to cover the Mayoral year on assuming the chair.**
- **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.**
- **That Committee minutes can be published on-line when they have been accepted by Full Council.**
- **For any below the line minutes there will need to be a statement by the Chairman as soon as the Statement of exclusion is read**

**out which will give the reason for the exclusion of each item below the line.**

- 185/14      ADVERTISING/SOCIAL MEDIA  
The Chairman stated that there was an improvement on the Council Facebook pages and was pleased that there was soon to be a new officer appointed to cover Marketing & Communications as this would help improve the pages further.
- 186/14      TOWN GUIDE  
The Chairman reported it was discovered that the Council had signed a three edition agreement and was committed to the current provider for the new edition. The Committee agreed the following:
- The design and colour (teal) of the front cover and a new photo (Kings House with Thomas Paine Statue in front)
  - Basic information – History, Regalia, Contact info
  - Our Buildings and hiring details for Guildhall Complex/ St Peters/Charles Burrell Centre
  - Thetford Attractions
  - The Town street map
  - Agreed in principle to the layout of the guide
- The Councillors received a hard copy of the existing content sent from the publishers at the last meeting, and were requested to submit any suggested amendments to the Deputy Town Clerk by Monday 18<sup>th</sup> June 2014. The deadline for the content and design instructions to be returned to the publishers is 30<sup>th</sup> June 2014. Once received, the publishers will produce a proof and return for final approval prior to publishing.
- 187/14      TOWN COUNCIL WEBSITE  
The Committee agreed the timeline / deadlines for the new website going live:
- Expressions of interest in by 7<sup>th</sup> July 2014.
  - M&C Committee meeting 14<sup>th</sup> July to select final three to tender for the work
  - Briefing meeting with final three contractors on Monday 21<sup>st</sup> July 2014 by the Chairman Councillor Miss C Fulford, the Guildhall Complex Co-ordinator and the Deputy Town Clerk.
  - Tenders close by 5.00 p.m. 18<sup>th</sup> August 2014
  - Special Full Council Meeting 26<sup>th</sup> August 2014 to approve contract
  - Contract awarded by 31<sup>st</sup> August 2014
  - New website goes live 1<sup>st</sup> December 2104.
- 188/14      NEWSLETTER IN ABOUT THETFORD  
The Chairman thanked the Deputy Town Clerk and all others involved in the tight timescale for submission to the June edition of the About Thetford. July's submission will include; job advert for the Sessional Caretakers, the request for suggestions from Residents on speeding 'hotspots' and the advert for the upcoming Night Markets. It was discussed and agreed that future newsletter articles should cover:
- Bins
  - Improvements to the William Gentle Bridge and surrounding area

- The Town Crier

189/14

ANNUAL REPORT

The Deputy Town Clerk reported that the Town Clerk was awaiting a final piece of information, however once received the Annual Report will be ready to be published.

190/14

ITEMS OF URGENT BUSINESS

None.

191/14

PRESS RELEASES

See details of the monthly newsletter under agenda number 188/14.

Chairman.

<b>ACTION POINT</b>	<b>BY WHOM</b>	<b>BY WHEN</b>
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".	Deputy Town Clerk	16/06/2014.
Add Christmas Lights and Hanging Baskets to the July meeting agenda.	Committee Secretary.	14/07/2014
Review content of Town Guide and advise Deputy Town Clerk of any amendments to be made.	Marketing & Communications Committee members	18/06/2014