

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE
HELD IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET,
THETFORD ON WEDNESDAY 10th DECEMBER 2014 STARTING AT 4.00 P.M.

Present:

The Mayor, Councillor Mrs S J Armes

Councillors:

Miss C A Fulford (Chairman)
D M Crawford

Mrs B J Canham
T J Jermy

Officers in attendance:

Tina Cunnell PPP&C
Chris Crimmen Committee Secretary

Minutes

- 864/14 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
To receive any additional interest not already registered.
- 865/14 MINUTES
Resolved the minutes of the committee's meeting held on the 19th November 2014, to be received by Council on the 27th January 2015, to be confirmed as a true record and signed/initialled by the Chairman.
- 866/14 APOLOGIES FOR ABSENCE
Apologies were received from Councillor B J Skull.
- 867/14 ACTION POINTS
The Chairman reviewed the last meetings action points:
1. This point related to the marketing brochure and was directed to the Venues Manager. The Chairman reported that this point should be directed at Freeze and the PPP&C Officer will ensure they have all the necessary information,
2. This point related to the comparison tables being completed by the PPP&C Officer and will be discussed under agenda number 869/14.
- 868/14 NEW TOWN COUNCIL WEBSITE
The Chairman updated the meeting on the new Council website. She reported that the Council will need a provider for on line payments. After a discussion it was agreed that the paper provided the PPP&C Officer should be discussed at the Finance Committee on the 16th December 2014.
RECOMMENDATION: That the Finance Committee should agree the provider for on line payments.
The Chairman asked Councillors if they would look at the existing website and review all areas. Freeze would prepare areas and titles for review so Councillors should be clear on the areas they like – do not like – areas to keep – areas to take off. This will be tasked as an action plan. The Chairman thought that all Councillors should be e mailed and tasked with reporting back to the Committee.

The Committee also felt that the public should be asked for their views through About Thetford, Facebook and Twitter appealing for volunteers to give their views.

869/14 MINUTES/AGENDAS

The PPP&C Officer reported that she had not yet received all the information needed to complete the report. However she did quote Charles Arnold Baker, Local Council Administration, who clearly stated that a recorded vote could be requested before or after the vote was taken.

870/14 NON-COUNCILLOR INVOLVEMENT IN MEETINGS

The Chairman raised the point on non-councillor involvement in committee meetings and the meeting discussed the existing rules to consider the committees requirements for the future. The Chairman referred to the Standing Order No 56(b) that quoted "may appoint persons other than members of the Council to any Committee as non-voting members." After a discussion Councillor T Jermy stated that this should be a discussion item at the next meeting when councillors could debate the relevance of such a role.

871/14 ANNUAL REPORT

The Chairman reported the Town Clerk had said the 2013/14 report is almost complete.

872/14 SIGNPOSTING

The Chairman reported the committee needed to discuss and agree how the Council could update Thetford residents with useful points of contact ahead of the new website improvements. It was decided that areas to concentrate on should be:

Breckland Council

- Council Tax
- Housing Benefit
- Flagship
- Litter & Fly tipping
- Dog Waste

NCC

- Potholes
- White Lines
- Cutting Back Paths

Thetford Town Council

- All Up To Date information
- Information on Website
- Facebook
- Twitter

The PPP&C Officer was tasked with getting the cost of a flyer by 15th January 2015.

873/14 HGV LETTERS

The Chairman reported that the letters regarding the HGV's in town was a really good P.R. exercise. It was really good to speak with local people to listen to the issues they face. There is clearly a need for a continuous conversation.

874/14

SOCIAL MEDIA/PRESS/PUBLICITY

This item will be dealt with at the meeting on 15th January 2015.

875/14

ITEMS OF URGENT BUSINESS

a) PORTUGUESE CONSULATE

The Chairman reported that when the Portuguese Consulate held a surgery in town at King's house she offered her help with any matters that arise in Thetford. The Chairman thought that two way communications was a very good thing.

876/14

PRESS RELEASES

It was agreed to advertise for volunteers to review the Council website in the About Thetford, Facebook and Twitter.

Chairman.

ACTION POINT	BY WHOM	BY WHEN
The PPP&C Officer should give the necessary information to Freeze who will work up a plan for a marketing brochure wrap, inserts and photographs for the committee to consider that will mirror the documents on the website.	Venues Manager	31/12/2014
PPP&C Officer would review the NALC guidelines when received and finalise the comparison table on the way forward for future meetings.	PPP&C Officer	15/01/2105
The Chairman asked Councillors if they would look at the existing website and review all areas. Freeze would prepare areas and titles for review so Councillors	All Councillors,	A.S.A,P.
Members of the public should give their views through About Thetford, Facebook and Twitter.	PPP&C Office	A.S.A.P
The PPP&C Officer was tasked with getting the cost of a flyer that will provided signposting for residents	The PPP&C Officer	15/01/2015