

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE HELD
IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET, THETFORD
ON THURSDAY 15TH AUGUST 2013 STARTING AT 3.15PM

Councillors:

Miss C Fulford
B Skull

Mrs B Canham
T Jermy

Officers in attendance:

Maurice Howard Town Clerk
Emma Patrick Deputy Town Clerk
Kerry Leeder

Minutes

- 287/13 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 288/13 APOLOGIES FOR ABSENCE
None.
- 289/13 MINUTES
Resolved that the minutes of the committee's meeting held on the 20th May 2013, as received by Council on the 28th May 2013 under minute 83/13 (c), be confirmed as a true record and signed/initialled by the Chairman.
- 290/13 "THETFORD'S GREAT" WEBSITE
The Chairman advised that the Explore Thetford website has not been working for three weeks and as such the new 'Thetford's Great' website needs to go live as soon as possible. She added that the website is able to go live within the next few days.
- The Chairman had not received any feedback following the two emails she sent concerning the website. The Committee reviewed the new website and agreed that it looked fit for purpose.
- The Chairman said she felt some of the pictures chosen by the company make the new website look "flat" and "boring" rather than "alive" and drawing people's interest. These can be amended at any time after launch. She advised that the news section requires three news stories along with three key events by Tuesday ready for launch. Following a discussion the Committee agreed that the three key events are as follows: Jones Van Street Party, Meet the Tudors Event and the Family Fun Day on August bank holiday weekend. With regards to the news section it was agreed that the stories covered would be; the Thetford Festival, Meet the Tudors Event / Thetford Lost Tudors Exhibition, the Brecks Train / Thetford Railway Station posters and the signal box at the Railway Station gaining Grade II listed building status.
- The Committee also agreed that information on how to purchase trail leaflets will be added to the website. The Committee are happy that this new website replaces the Explore Thetford website.

The Committee then discussed who would be responsible for uploading information on to the website and whether any training would be needed. Councillor Canham proposed that it is put out to tender for someone to keep the website up-to-date. Councillor Jermy seconded this proposal.

291/13

NEWSLETTER

Councillor Jermy advised that as part of Thetford Town Council's remit as a Quality Council, a newsletter to residents should be produced at least four times a year. This has previously taken the form of a couple of pages in each copy of the 'About Thetford' magazine, as this is delivered to each house in Thetford. It was agreed that this would continue.

292/13

ARCHANT COLUMN

The possibility of a column in the local Thetford and Brandon Times which is published by Archant was discussed. It was agreed that any column should be regular, but whether that would be on a weekly or monthly basis would need to be decided.

It was then discussed whether there should be a single point of contact at the Council for publicity and press releases. This is under consideration, looking at a clear definition of role and responsibilities. The Archant run press release workshop was also discussed and the Town Clerk advised that this has been advertised in the most recent edition of the About Thetford Magazine. Some places on the course have been booked and the Town Clerk stated that it is also open to Councillors and Council staff should they wish to attend.

293/13

FACEBOOK

The Chairman thanked the Civic Secretary and the Town Clerk for their work on the Town Council Facebook page. It was agreed that the page will need to be updated regularly with meetings and events in order to keep the page relevant and the public interested.

Chairman.