

MINUTES OF THE INAUGURAL MEETING OF THE  
MARKETING, COMMUNICATION COMMITTEE,  
HELD ON MONDAY 20<sup>th</sup> FEBRUARY 2012, STARTING AT 4 P.M.

Present:

Councillor Miss C A Fulford , Chairman

Councillors:

Mrs B J Canham

T Jermy  
B J Skull

Also present Rebecca Gough reporter Thetford & Brandon Times  
Mr Cook resident

526/11 APPOINTMENT OF COMMITTEE CHAIRMAN AND VICE CHAIR

Councillor B J Skull proposed Councillor C A Fulford as Chairman, with Mrs B J Canham seconding the proposal. Councillor Miss C A Fulford proposed Councillor Mrs B J Canham as Vice -Chair and Councillor B J Skull seconded the proposal. Both motions were carried.

RESOLVED that Councillor Miss C A Fulford be appointed Chairman of the Marketing, Communication Committee for the remainder of Mayoral Year 2011/12, with Councillor Mrs B J Canham appointed Vice-Chairman.

527/11 DECLARATIONS OF INTEREST

None

528/11 APOLOGIES FOR ABSENCE

None

529/11 REMIT AND ROLE OF THE COMMITTEE

There were discussions regarding the roles and remit of the committee, with the committee expressing the view that communication with the public was of prime importance using all forms of communication available to get the work of the Town Council publicised. The committee expressed the desire to improve the P R of the Town Council.

RESOLVED THAT THE ROLE OF THE COMMITTEE;  
Is to advise the Town Council on all matters relating to marketing and communications both to and from the public.

530/11 TO PLAN A STRATEGY

(a) Website (b) Town Council PR (c) publicity of events

The committee discussed the limitations of the present website and the information available on it . It was felt that Thetford Town Council should be the central point for all of the information in Thetford , linking to community groups, business, events, tourist information in fact all web sites that have information about Thetford. The committee expressed the wish to have in house staff trained to update the website, write press releases, and PR and marketing skills. The committee want a pay pal account set up for online booking for tables for the street party. They also want the provision to be able to book the Guildhall complex on line. There was a discussion regarding the unconfirmed minutes being put on the website.

There were discussions around having weekly and monthly columns in the Thetford & Brandon Times, improving the newsletter in the About Thetford Magazine. Ensure there are press release for ‘What’s on’ especially with the planned Diamond Jubilee events , Mayors Ball and the Thetford Festival.

Councillor B Canham asked for badges for the Councillors. The Acting Town Clerk thought that Kerry had ordered badges.

Councillor C A Fulford made a request that Paul Hill from Archant be asked to attend the next meeting on the 19<sup>th</sup> March . The Town Clerk to action this request.

Councillor C A Fulford made a request to the committee members to research at least other Town Council websites to see the content and how user friendly they are and report back to the next committee meeting .

**RECOMMENDATIONS:**

Unconfirmed minutes to go on the website and then be replaced with the confirmed minutes.

Website updating to be done in house, and cancel the monthly payment to the website contractor.

The Finance manager to look into setting up pay pal as a trial for booking the tables for the Diamond Jubilee on line.

531/11 **Date of next meeting**

19<sup>th</sup> March at 4.00pm

Chairman: