

MINUTES OF THE MEETING OF THE
MARKETING & COMMUNICATIONS COMMITTEE,
HELD ON MONDAY 19th MARCH 2012, STARTING AT 4 P.M.

Present:

Councillor Miss C A Fulford, Chairman

Councillors:

Mrs B J Canham

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Also present: Acting Town Clerk
Mr Richard Cooke resident

589/11 DECLARATIONS OF INTEREST

Councillor Miss C A Fulford declared a personal interest in agenda item
593/11 Town Guide

590/11 APOLOGIES FOR ABSENCE

Councillor B J Skull gave his apologies

591/11 APPROVAL OF MINUTES

Resolved that the minutes of the meeting held on the 20th February 2012, and
received by Council on the 28th February under minute 5547/11 be confirmed
as a true record and signed/initialled by the Chairman.

592/11 IMPROVEMENT OF ARCHANT PRESS COVERAGE

The committee noted their disappointment of the late apology from Paul Hill
who was to attend the meeting to discuss improving the press coverage in the
Thetford & Brandon Times. Mr Hill will be advised of the next meeting in order
that he can attend.

The following item was discussed last, having been decided to be taken
'below the line' by the Committee'

593/11 TOWN GUIDE

Issues were raised regarding the unprofessional attitude of the Local
Authority Publishing representative who is working in the town to gain
business support by advertising in the new town guide. There was some
uncertainty regarding a sentence in the official letter which introduced the
guide as a "community project". The Acting Town Clerk agreed to speak to
the company and get a new letter issued and to advise the representative to
act in a more professional manner.

594/11 WEBSITE/FACEBOOK/TWITTER

a. Website: The Acting Town Clerk tabled a paper which had been forwarded
to her from the Chairman of the Guildhall committee on an improved website
entry for the Carnegie Complex. The meeting adjourned to allow Mr Richard
Cook, a local resident attending the meeting his views on the Town Council
website. He stated that it was hard to find information, and that the agendas
and minutes should be presented with the most recent at the top of the page.

Recommendation:

1. All Councillors (particularly Chairs of Committees) to be asked to look at the Town Council website to see if there are any improvements that could be made to the content of the website and to make sure all content is up to date.
2. Set-up a meeting with the Council's website provider to arrange for all the office staff to receive training on website content management.
3. Thetford Town Council creates a Facebook and Twitter profile to be managed by staff. Staff to receive training in relation to this and a set of guidelines for usage will be produced in advance. As part of the training, office staff will be asked to monitor other relevant Facebook/Twitter users in particular Swaffam Town Council, Breckland Council (Twitter) and Flagship Housing (Facebook) to see the activity generated and the types of uses possible.

595/11 JUBILEE

There will be three pages in the Town Council newsletter for April featuring the Jubilee celebrations:

- One page featuring the Queen tribute band
- Requests for any help with the event
- Information on the street party (which to date has sold 97 tables), informing people if they can supply their own tables they can still take part.

596/11 BUDGET

The committee discussed the lack of a specific budget for the Marketing and Communications Committee. It was agreed that the Chairman would ask the Finance Manager to re-assign budget headings (e.g. Newsletters, Postage, Telephone) which were relevant to marketing and communications under a new department heading and for updates to be made available at each meeting of the committee.

597/11 DATE OF NEXT MEETING

To be confirmed

Chairman: