

MINUTES OF A MEETING OF THE MARKETING & COMMUNICATION
COMMITTEE, HELD ON
THURSDAY 24TH MAY 2012 IN THE COUNCIL CHAMBER, KINGS HOUSE,
THETFORD STARTING AT 11.00 A.M

Present:

Councillor Miss C A Fulford Chairman

Councillors

T Jermy

BJ Skull

In attendance:

Susan Glossop, Acting Town Clerk

Rebecca Gough, Local reporter, Eastern Daily Press

Adam Gretton, Community Editor, South Norfolk, EDP

Peter Waters, Editor of the Eastern Daily Press

65/12 ELECTION OF COMMITTEE CHAIRMAN AND VICE
CHAIRMAN FOR THE MAYORAL YEAR 2012/13

Chair

RESOLVED that Councillor Miss C A Fulford be elected Chairman for the Marketing & Communications Committee for the Mayoral year 2012/13

Vice Chair

RESOLVED that Councillor Mrs B Canham be elected Vice Chair of the Marketing & Communication Committee for the Mayoral year 2012/13

66/12 DECLARATIONS OF INTEREST
None

67/12 APOLOGIES FOR ABSENCE
Apologies were received from Mrs B Canham

68/12 APPROVAL OF THE MINUTES
Resolved that the minutes of the committee's meeting held on 10th April 2012, as received by Council on the 24th April under minute 685/11 were confirmed as a true record and signed and initialled by the Chairman with one spelling to the name Cook being changed to Cooke which was initialled by the Chairman

69/12 WEBSITE/FACEBOOK/TWITTER
Sarah Williams the new Guildhall Complex Co-ordinator is going to get the marketing of the Guildhall complex online using Facebook and Twitter, it is suggested that this be used as a pilot project with a view to expanding this form of media for the rest of the Town Council work. The Acting Town Clerk to contact the Clerk at Swaffham Town Council

to obtain a copy of their guidelines to use as a template to write a policy on the protocols of using social media

70/12 JUBILEE

The Chairman updated the committee on the media and marketing campaign for the Jubilee event

71/12 BUDGET

Councillor T Jermy to speak with the Finance Manager on re-assigning all aspects of the budget related communication to this committee

72/12 EXCLUSION OF PRESS AND PUBLIC

To give consideration to resolving that, pursuant to the Public Bodies (Admission to Meetings) Act 1960, the press and public be excluded for the remaining items of business on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be discussed.

73/12 ARCHANT PRESS COVERAGE FOR THETFORD

The Chairman welcomed Peter Waters EDP Editor together with Rebecca Gough and Adam Gretton and thanked them for coming to discuss how the coverage of Thetford news could be improved. Adam Gretton gave an overview of how the news was reported in the local weeklies and Rebecca Gough writes the Thetford news stories.

Points raised:

- Circulation in Thetford of freebie newspaper; 7,297
- Archant has been established for 15 years
- Have been based in Norfolk and Suffolk since 1845
- The EDP archives have newspaper going back to the reporting of Tom Paine times
- Rosemary Dixon is in charge of the archives for EDP
- Total number of staff 120 employed by EDP
- 2/3 of the revenue comes from advertising
- All press coverage goes on-line, EDP and weeklies
- Would it be a good idea to possibly change the name of the Thetford & Brandon Times? To reflect more the content – e.g. similar to the North Norfolk News?
- How to improve the circulation to the West Thetford Estates was discussed in detail
- How can the Town Council help to improve the coverage that Thetford receives?

RECOMMENDATIONS:

- Adam Gretton together with the Town Council will deliver a workshop in September for representatives from community groups to attend. He will advise on how to write a press release, what to say, how to send in the press release, giving plenty of time, be precise and to the point and send in good quality photos.
- The Town Council to start writing a monthly column for the Thetford and Brandon Times on local issues
- The Thetford & Brandon Times be supplied at sites where the public can collect them free of charge. The Tourist Informative

Centre would be a good place as it is Town Centre and it would encourage footfall into the town.

- Peter Waters to send the Town Council a statement from the meeting to be used in the social media sites in order that the public can see that a positive step has been made to improve the relationship and future reporting on Thetford news.

74/12 DATE OF THE NEXT MEETING
To be confirmed

Chairman: