

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE  
HELD IN THE COUNCIL CHAMBER, KINGS HOUSE, THETFORD,  
ON WEDNESDAY 14<sup>th</sup> October 2015 STARTING AT 2.00 P.M.

Present:

Councillors:

Mrs B J Canham

M Robinson

S N H Wright (Chairman)

Officers in attendance:

Maurice Howard      Town Clerk

Chris Crimmen      Committee Secretary

Minutes

533/15

DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

None.

534/15

MINUTES

Resolved the minutes of the committee's meeting held on the 12<sup>th</sup> August 2015, received by Council on the 29<sup>th</sup> September 2015, be confirmed as a true record and signed/initialled by the Chairman.

535/15

APOLOGIES FOR ABSENCE

Apologies were received from R F W Brame and M Taylor.

536/15

ACTION POINTS

The Chairman to reviewed last meetings action points:

- The PPP&C Officer had tabled the "Village People" magazine that is distributed to 190 Norfolk and Suffolk villages and up to 50,000 homes depending on the coverage chosen. There followed a discussion and it was decided that the Town Clerk would research more areas of press coverage to advertise the Christmas lights switch on and in view of time issues let councillors know the details by e mail. He was given authority to spend up to £1,500 of the Printing and Advertising budget for this purpose. At the next meeting an agenda item should be added to formulate a plan for the use of the Newspaper/Publications budget for the next 4 years.
- The PPP&C Officer had investigated and found that was no advertising fee to use the panels at each of the bus shelters. However, it was possible that if businesses used these to advertise there may be a requirement to gain planning permission. It was thought this would not be the case if Thetford Town Council used posters large enough to fill the panels showing images of the best of Thetford, Nuns Bridges, The Priory, Kings House Gardens and the Museum. The Town Clerk requested to ensure that this was costed so a decision can be made.

537/15 BUDGET REVIEW

The Chairman reviewed last month's income and expenditure and there were no queries raised.

538/15 FOUR YEAR FINANCIAL STRATEGY

There was no update to report.

539/15 TOWN COUNCIL WEBSITE

The Town Clerk reported that all archived meetings have now been transferred to the website by the PPP&C Officer with the exception of the minutes from the Planning and Personnel meetings. These will be completed over the next few days. The Town Clerk has tested the search facility on the website and reported that this was a very robust system. The layout for the Committee Members and the Committee on which they serve was reviewed and it was agreed to add the name of the Chairman to each committee.

540/15 EVENTS AND EVENTS CALENDAR

The Chairman asked for an update on Thetford's Great Festival and as the PPP&C Officer on sick leave the Town Clerk reported she had left a report:

- The whole event had gone well.
- She had been under instruction and had been on a learning curve at the years Festival.
- There were already applicants ready to sign up for next year.
- She is now waiting for the Committee to agree the date and format of the event.
- There needs to be a sub-committee who will spend time putting the programme together. Will the event take the same format? Will the sub-committee consist of just councillors or a mixture with external members?
- Will the committee/officer have day to day delegated powers?

As the PPP&C Officer was not present and two of the organisers, Corinne Fulford and Karen-Emma White, were in the public gallery the Chairman closed the meeting so they could speak.

Karen-Emma White stated that the Council need to be working now on planning and booking applicants straight away for 2016. The organisation is too big for one person and it needs a team to run the event. The previous Festival organisers have given the Council a brand, a website, the documents and forms needed to go forward.

Corinne Fulford stated there has not been a "wash up" meeting to discuss how the festival had gone. She was disappointed that neither she nor Karen-Emma had received anything at all regarding the festival, the thank you e mail that others had received had not been sent to them and there had not been any discussion regarding next year's event.

The Chairman reopened the meeting.

It was decided that a "wash up" meeting would take place asap.

The Chairman asked for an update on the Heritage Open Day. Councillor Mrs B Canham reported that this had gone well and she had received around 50 visitors to the Council Chamber. She thanked the Town Crier who had helped to attract visitors to Kings House. The Ancient House Museum had 300 visitors and Dad's Army 220 visitors.

There were no further updates to the event calendar.

The Chairman expressed his disappointment that there was no Thetford TV coverage on the Tour of Britain but the events held in Town were very successful.

541/15

LITTLE OUSE PROJECT

The Chairman reported of his efforts to raise money for a water space study to allow the Little Ouse Project to form part of the Environment Agencies bid in the Bedford/Milton Keynes link and the Fens Water rights. He had sent a paper on the project to Breckland Council in order to inform them of the plans. Breckland Council, as the District Council are land as well as owners for much of the land, the Planning Authority and the owners of the navigational rights. Their support is essential. The Town Clerk had been to the Breckland Council offices earlier in the day and he reported that they would want to give as much support as possible. It was pointed out that the PPP&C Officer needs to be having conversations with all the interested authorities who will benefit from this scheme. The Chairman will firm up the cost of the water space study prior to the next meeting on 18<sup>th</sup> November 2015.

542/15

SOCIAL MEDIA/PRESS/PUBLICITY

There were no items to report.

543/15

ITEMS OF URGENT BUSINESS

a) LIBRARY OPEN DAY

The Town Clerk reported on a Thetford & Brandon article stating that on 24<sup>th</sup> October 2015 from 9.00 a.m. to 12.30 p.m. the library will be hosting councillors from each area of the town. He had no prior knowledge of this event but committee members assumed these would be Norfolk County Councillors.

b) THETFORD ENTERPRISE PARK

The Town Clerk reported that the Thetford & Brandon newspaper had reported that the Thetford Greater Development Partnership had held its second meeting on the 2<sup>nd</sup> October 2015 and had decided to make the Thetford Enterprise Park its growth priority. The estimated cost of the infrastructure was estimated at £5 million pounds. The TGDP board will use the remaining MTF fund of £450,000 to secure further funding to take the project forward.

544/15

PRESS RELEASES

There was no press release but it was pointed out that the Thetford's Great Website was not being used and kept up to date.

545/15

START TIME FOR NEXT MEETING

The Chairman confirmed a start time of 3.00 p.m. for the meeting on 11<sup>th</sup> November 2015. Future meetings will revert to 2.00 p.m. for the rest of the Mayoral Year.

Chairman.

<b>ACTION POINT</b>	<b>BY WHOM</b>	<b>BY WHEN</b>
The Town Clerk would research more areas of press coverage to advertise the Christmas lights switch on and in view of time issues let councillors know the details by e mail.	Town Clerk	ASAP.
Cost the posters to go into the panels on the bus station shelters.	PPP&C Officer	11/11/15
Add to the list of Committee Membership 2015/16 the Chairman of each committee.	PPP&C Officer	11/11/15
To arrange a "wash up" meeting of the 2015 festival inviting everybody who was involved in the organisation to obtain feedback.	PPP&C Officer	Urgent!!!!
To contact all interested authorities that will benefit by the Little Ouse project to secure funding.	PPP&C Officer	18/11/15
To firm up the total cost for the feasibility study for the Little Ouse project.	The Chairman	18/11/15
To bring up to date the Thetford's Great Website and ensure it is kept up to date.	PPP&C Officer	ASAP.

Chairman.