

MINUTES OF THE MEETING OF THE VENUES & COMMUNICATIONS  
COMMITTEE HELD IN THE CARNEGIE, CAGE LANE, THETFORD ON WEDNESDAY  
9<sup>th</sup> JUNE 2021, AT 1.00 pm

Present:

The Mayor Councillor M Brindle

Councillors:

C Barreto, D Crawford, C Harvey, T J Jermy, S N H Wright

Officers in attendance:

David Brooks VEM Officer, Tom Scott Venues & Media Officer

MINUTES

53/21	<p><u>ELECTION OF CHAIR OF VENUES &amp; COMMUNICATIONS COMMITTEE FOR MAYORAL YEAR 2021/22</u>  <b>RESOLVED: That Councillor S Wright be elected Chairman of the Venues and Communication Committee for the Mayoral year 2021/22.</b></p>
54/21	<p><u>ELECTION OF VICE CHAIR OF VENUES &amp; COMMUNICATIONS COMMITTEE FOR MAYORAL YEAR 2021/22</u>  <b>RESOLVED: That Councillor C Barreto be elected Vice Chair of the Venues and Communications Committee for the Mayoral year 2021/22.</b></p>
55/21	<p><u>DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS</u> None.</p>
56/21	<p><u>APOLOGIES FOR ABSENCE</u> None received.</p>
57/21	<p><u>MINUTES</u>  <b>RESOLVED: The minutes of the Committee's meeting held on 19<sup>th</sup> May 2021 received by Full Council on 27<sup>th</sup> May 2021 be confirmed as a true record and signed/initialled by the Committee Chairman.</b></p>
58/21	<p><u>GUILDHALL HERITAGE HUB</u>  The VEM Officer provided a short update highlighting the progress of the Guildhall External Steps &amp; Ramp since the appointment of the new contractor and was satisfied that the works would be completed to the revised schedule.</p> <p>It was also highlighted that the new Heritage &amp; Town Events Officer has taken up her role and albeit only ten days into the job has already affected much positive activity in scheduling events and activity within the Guildhall in readiness for its proposed reopening.  A list of proposed events will be presented to the committee at the next meeting.</p>
59/21	<p><u>MARKETING REPORT</u>  The Venues &amp; Media Officer provided a short update for May 2021 with his Marketing report (see Appendix A) attached.  He reported on the following and answered questions on:</p> <ul style="list-style-type: none"> <li>• Video Projects</li> <li>• Media Suite Completion</li> <li>• Rotunda Posters</li> <li>• Thetford Talent Show</li> <li>• Then &amp; Now</li> <li>• Thetford Trim Trail</li> <li>• Monthly Observations</li> <li>• Guildhall Website Launch</li> </ul>

	<ul style="list-style-type: none"> <li>• Venues Bookings &amp; Events</li> <li>• Social Data</li> </ul>
60/21	<p><b><u>MARKET PLACE IMPROVEMENTS</u></b></p> <p>The VEM Manager reported that the working group met the previous week to readdress the initial priorities they wish to see implemented and proposed to seek revised quote for the installation of an electric supply feeder pillar on the Guildhall Street side of the Market Place that provides five electricity supply points.</p> <p>This would enable the committee to review the reconfiguration of current trader layout, attract new traders and facilitate additional events within the space.</p> <p>It was also reported that the working group supported the use of the Market Place as an events and markets public realm and to this end also proposed that the low bollards be removed and groundworks made good, as this was also deemed a H&amp;S issue.</p> <p>Action: VEM Manager to gather necessary quotes for the Installation of an electric feeder pillar to supply up to 5 traders.</p>
61/21	<p><b><u>Month 2 FINANCIAL REPORT</u></b> (See Appendix B attached)</p> <p>VEM Manager presented the financial report for Month 2.</p> <p>Councillors noted the report.</p>
62/21	<p><b><u>COMMUNITY ENGAGEMENT</u></b></p> <p>The Chair reported that at a recent residents' association it was suggested that we should do more consultation on the Market Place, the VEM Officer explained that we had purchased an additional gazebo for this purpose and as and when the need is required to conduct public consultation, we can facilitate that requirement.</p>
63/21	<p><b><u>COMMITTEE OFFICERS UPDATE</u></b></p> <p>None.</p>

Chairman.

## Appendix A

### **MARKETING REPORT – 09/06/2021**

**Report by: Tom Scott (Venues & Media Officer)**

#### **ACTIONS**

##### **Video Projects & Vodcasts**

Filming video content for 'Talking up Thetford' has recommenced as well as the schedule of Vodcasts.

We have outlined key content to feature in the vodcasts, and these will start being released in the lead up to the re-opening of the venues. They will continue on a monthly basis in the form of a segmented broadcast, airing multiple features each month.

### **Booking System and Calendar Management**

We have been looking at our booking system during year end and changing how we manage things. We have also been speaking to the finance team to make sure all bookings are received, paid for and monitored as smoothly as possible.

While this does not directly affect marketing, the new layout and calendar means that it is a lot easier to keep track of what events are coming up in each venue, which will in turn make it easier to prioritise advertising specific key events.

### **Quarterly Fliers**

The flyer for the next quarter (June, July, August) has been created and is ready for printing.

We are currently looking into distribution of these flyers and the most cost-effective method of doing so.

### **Marketing Campaign planning**

Working alongside the new members of the Venues & Events team, we have started planning a new more efficient way of monitoring our marketing. This will involve support from all members of the team, deciding which demographics we wish to target for specific events and which advertising sites we use for each demographic.

## **MONTHLY OBSERVATIONS**

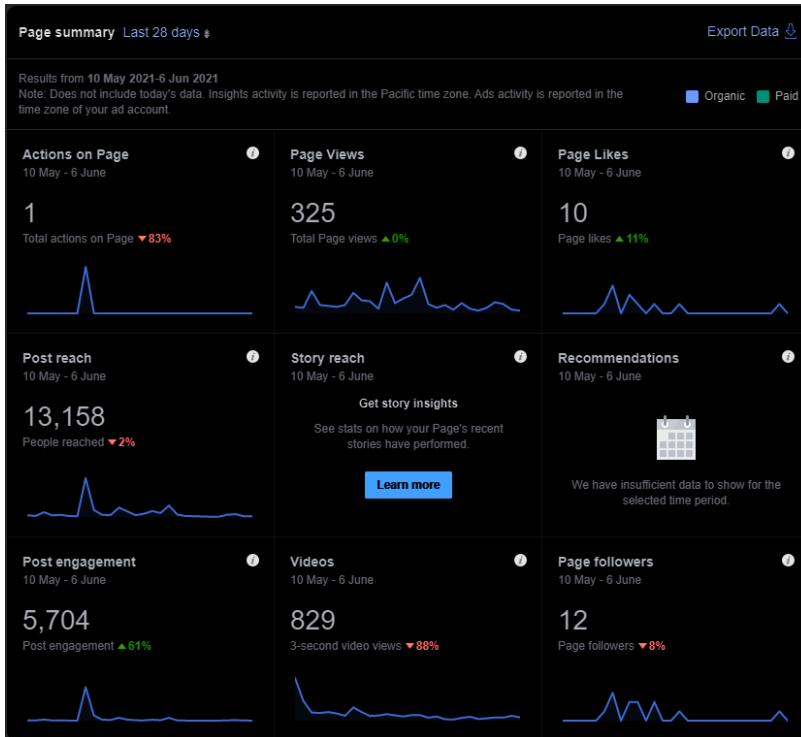
It is worth noting that this data is limited, due to the short period of time between the past two meetings.

- The highest rated post of this month came from the Thetford Town Council page regarding the introduction of grazing on to Castle Hill. This post received over 1.5k views and over 2k interactions. This meant that the average viewer of the post interacted with it more than once.
- The next highest post was regarding the renovation of the Thomas Paine statue, which received 1.1k views, over 400 interactions and over 40 reactions.
- The highest post from the Carnegie page came from advertising the 80s Party night at the end of this month. This post received 1.2k views.

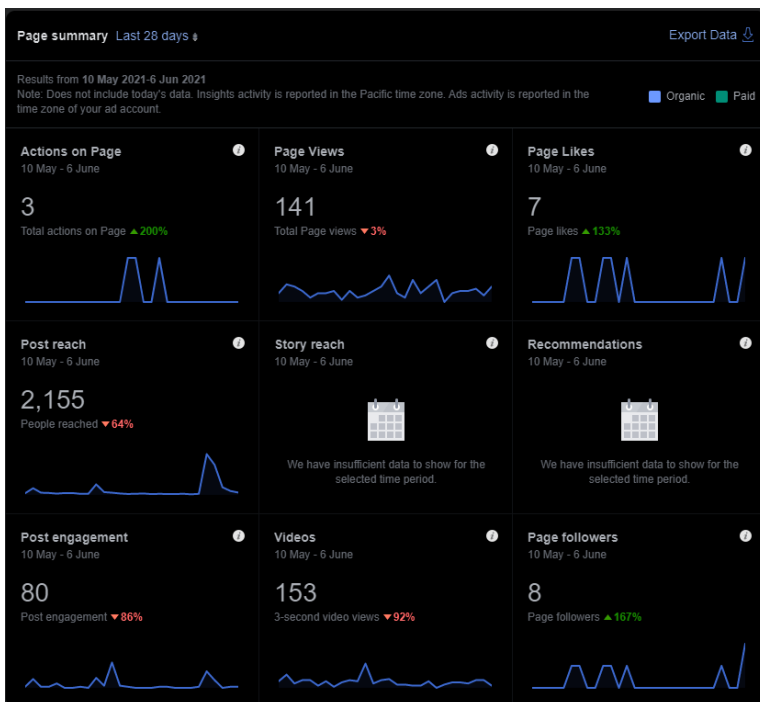
## **SOCIAL MEDIA DATA**

Like with the above section, this data is not completely indicative as it contains posts from last month's report too.

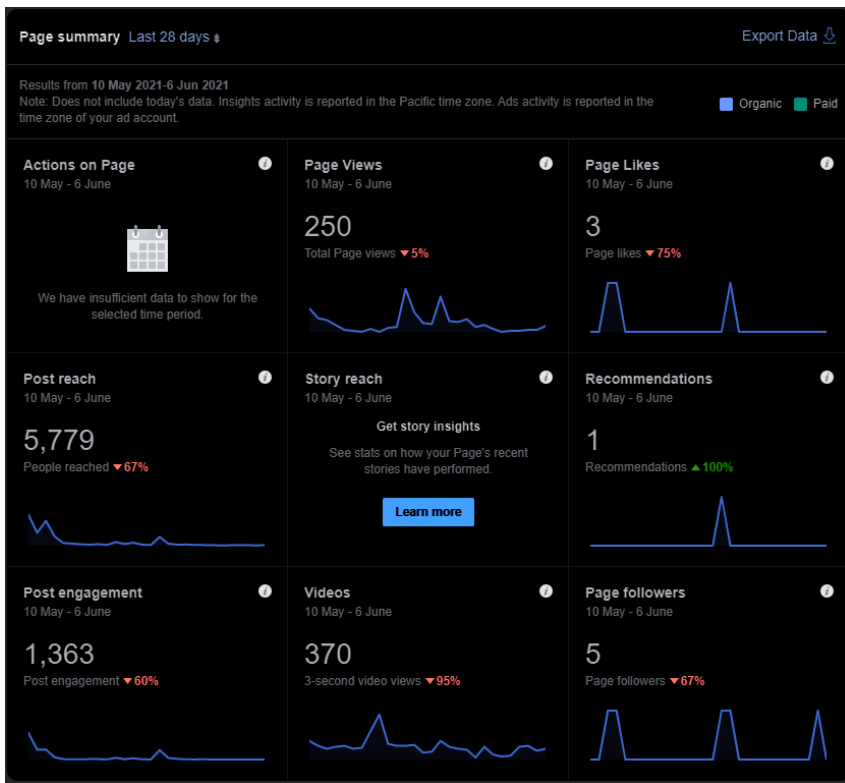
### **Thetford Town Council Facebook**



## The Carnegie Facebook



## Mayor of Thetford Facebook



**THETFORD TOWN COUNCIL**  
**VENUES AND COMMUNICATIONS**  
**FOR THE PERIOD ENDED 31 MAY 2021**

INCOME						EXPLANATION OF MAY 21 VARIANCE
VENUES AND COMMUNICATIONS		2021-22	2021-22	2021-22	2021-22	
N/C	NAME	MAY 21 ACTUAL YTD	MAY 21 BUDGET YTD	MAY 21 VARIANCE	ANNUAL BUDGET	
		£	£	£	£	
4200	Bar Fees	-		-	10,000	No events were bar opened.
4202	Carnegie Room Hire	3,770	250	3,520	12,000	This represents income relating to actual hires in April and May 2021.
4204	Guildhall Room Hire	450		450	6,000	There were 19 hires in April and 31 hires in May 21.
4206	Guildhall Catering			-	6,000	Tearoom not yet opened.
4210	Events Income			-	1,500	No income generating events have taken place.
4240	Market Fees	2,075	2,000	75	17,500	Market fees on target from a budget perspective.
<b>TOTAL</b>		<b>6,296</b>	<b>2,250</b>	<b>4,046</b>	<b>53,000</b>	Income is better than expected but there are limited income opportunities.
EXPENDITURE						EXPLANATION OF MAY 21 VARIANCE
VENUES AND COMMUNICATIONS		2021-22	2021-22	2021-22	2021-22	
N/C	NAME	MAY 21 ACTUAL YTD	MAY 21 BUDGET YTD	MAY 21 VARIANCE	ANNUAL BUDGET	
		£	£	£	£	
5200	Bar Purchase	156		156	6,250	Minor bar purchases as bar closed.
5205	Bar Consumables and Equipment	222		222		This is mainly attributable to the coffee machine
5210	Catering Purchases			-	2,650	The Guildhall was not open.
5220	Repairs And Maintenance	58		58	7,500	
5240	TTC Events Expenses	38		38	3,000	
5260	Box Office Website & Digital Media	440		440		This mainly relates to the monthly website support charge.
	Marketing and communications		1,250	-	1,250	7,500 There has been no spend.
	Entertainment licencing			-	1,250	
5286	Market Repairs & Maintenance			-		
<b>TOTAL</b>		<b>914</b>	<b>1,250</b>	<b>- 336</b>	<b>28,150</b>	Expenditure lower than budget. Few activities.
<b>NET</b>	<b>VENUES AND COMMUNICATIONS</b>	<b>5,381</b>	<b>1,000</b>	<b>4,381</b>	<b>24,850</b>	Overall a better than expected net contribution.