

MINUTES OF THE MEETING OF THE VENUES &  
COMMUNICATIONS COMMITTEE HELD IN THE CARNEGIE,  
CAGE LANE, THETFORD ON WEDNESDAY 14<sup>th</sup> JULY 2021, AT 1.00 pm

Present:

Councillors:

C Barreto, K H Parker, S N H Wright

Officers in attendance:

David Brooks V&C Officer, Tom Scott Venues & Media Officer  
Chris Crimmen Committee Secretary

MINUTES

185/21	<u>DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS</u> None.
186/21	<u>APOLOGIES FOR ABSENCE</u> Apologies were received from Councillor C R P Burnett, D M Crawford, C Harvey, T J Jermy.
187/21	<u>MINUTES</u> <b>RESOLVED: The minutes of the Committee's meeting held on 9th June 2021 received by Full Council on 30th June 2021 be confirmed as a true record and signed/initialled by the Committee Chairman.</b>
188/21	<u>MARKETING REPORT</u> The Venues & Media Officer asked councillors to note the June 2021 marketing report (see Appendix A). He highlighted: <ul style="list-style-type: none"> <li>• The first podcast was aired on the Mayor and his role in the Council.</li> <li>• The Heritage Officer had made a video of upcoming events.</li> <li>• The monthly newsletter was sent out to over 500 residents and councillors. It was agreed to send this newsletter to all councillors on their private and TTC email address to ensure they receive a copy.</li> </ul> The report was noted by councillors.
189/21	<u>VENUES EVENT 2021</u> The V&C Officer asked councillors discuss and receive the 2021 TTC venue events schedule. Now the Council have the new Heritage & Town Events Officer the following events have been planned (see Appendix B). These events were noted by Councillors who were pleased with the variety.
190/21	<u>VENUE RE-OPENING PLANS</u> The V&C Officer reported that from the 19 <sup>th</sup> July 2021 the Carnegie will open for pre booked events with the first being the Hi De Hi show. There will be table service from staff who will be taking sensible precautions at this event. This was noted by councillors..
191/21	<u>GUILDHALL HERITAGE HUB</u> The V&C Officer reported the external works were progressing well and the finished work was looking great. The wide ramps will give access to all and the officer was sure the work would finish by Friday 24 <sup>th</sup> August 2021. There will be some "soft" launch events leading up to the official opening of the Guildhall during Heritage Open week 11 <sup>th</sup> - 19 <sup>th</sup> September 2021.
192/21	<u>REVIEW OF MARKET TOLLS 2022/23</u> The V&C Officer asked councillors to discuss annual review of Market Tolls and there followed a discussion. Councillor C Barreto proposed and Councillor K Parker seconded:

	<b>RESOLVED: That the Venues &amp; Communication committee resolved to keep the system to charge per square meter and keep the rate the same for 2022/2023.</b>
193/21	<u>REVIEW OF VENUE HIRE FEES 2022/23</u> The V&C Officer asked councillors to discuss the annual review of Venue Hire Fees. After a discussion Councillor K Parker proposed and Councillor C Barreto seconded: <b>RESOLVED: That the Venues &amp; Communication committee resolve not to increase the Venue Hire fees for 2022/23.</b>
194/21	<u>VENUE &amp; COMMUNICATIONS COMMITTEE PRIORITIES FOR 2022.</u> The V&C Officer asked councillors to discuss and recommend any proposed V&C priorities for 2022. He stated there were four areas to concentrate on: <ol style="list-style-type: none"> <li>1. The Carnegie needs to constantly be improved with work on the outside of the premises and changes to the bar.</li> <li>2. The Guildhall needs work to the outside and this could be helped by the Heritage Lottery Funding.</li> <li>3. The Market Place needs electric points and improvements to the streetscape.</li> <li>4. St Peters is on the “at risk” register and needs massive investment.</li> </ol> It was agreed that the Chair and V&C Officer will meet to arrive at a statement of intent to be part of a discussion at the September meeting.
195/21	<u>COMMUNITY ENGAGEMENT</u> To issue a communication that the Market Fees will not be increased.
196/21	<u>COMMITTEE OFFICERS UPDATE</u> None.

Chairman.

## APPENDIX A

### 188/21 MARKETING REPORT.

#### ACTIONS

##### Podcast

- At the end of last month, the first episode of ‘Thetford Live’ aired on YouTube, this being the first episode of our new ‘vodcast’. This episode featured the Mayor as well as several video features. It has become one of the most viewed videos on our YouTube channel, and I expect the views to rise as this becomes a staple part of the council’s engagement with the local community, and as we become more experienced in this format. We have contacted several local groups and lined them up for the coming months, both as a short video feature and as a full interview.

## **Marketing Campaigns**

- With the new additions to the team and a drastic increase in events (both in our venues and around the town as a whole) run or supported by the council, we have endeavoured to become more structured in our advertising methods. We have started following a dedicated marketing scheme which helps us track what events have been advertised at which times, which locations have posters, etc.
- We have also created a shortlist of pages/groups to advertise in on Facebook, which allows us to target specific markets depending on the event. This is still a work in progress, as many groups still have not accepted join requests from The Carnegie page.
- As enhancement for our marketing, we have been working with the Heritage officer to create short video advertisements for the upcoming theatre performances. As mentioned in a past report, video advertisements typically received more views than text or image advertisement, so we hope this will be a big help for ticket sales on events.
- I have mentioned in previous reports the concept of a 'Quarterly flier' and in the last report I mentioned that I was looking into several avenues who could potentially print and/or distribute these to the town. After progressing further in this area, it's evident that the cost of creating and distributing the fliers is not an optimal use of our resources, and don't expect to be able to create this after all.
- To account for this, I have repurposed the design of the quarterly fliers as a series of general 'upcoming events' posters which can be displayed on both our poster sites and our online listings. This allows us to make changes & additions as & when it's required, rather than having to wait every few months to create new fliers.
- In addition, we have found a better way of displaying posters in our Rotunda, being able to print A2-sized posters at next to no cost to the council.

## **Newsletter**

- Last month, a newsletter of upcoming events was sent to everyone on our mailing list, as part of our marketing campaigns. This contains information on all the events coming up over the next few months and how to get tickets.
- This was sent to the over 500 emails on our mailing list (Which has grown slightly since this newsletter was first sent) and was opened by roughly half of all people on the mailing list. However, it was disappointing that all 16 TTC Councillors were sent the e-newsletter but only 5 opened it.

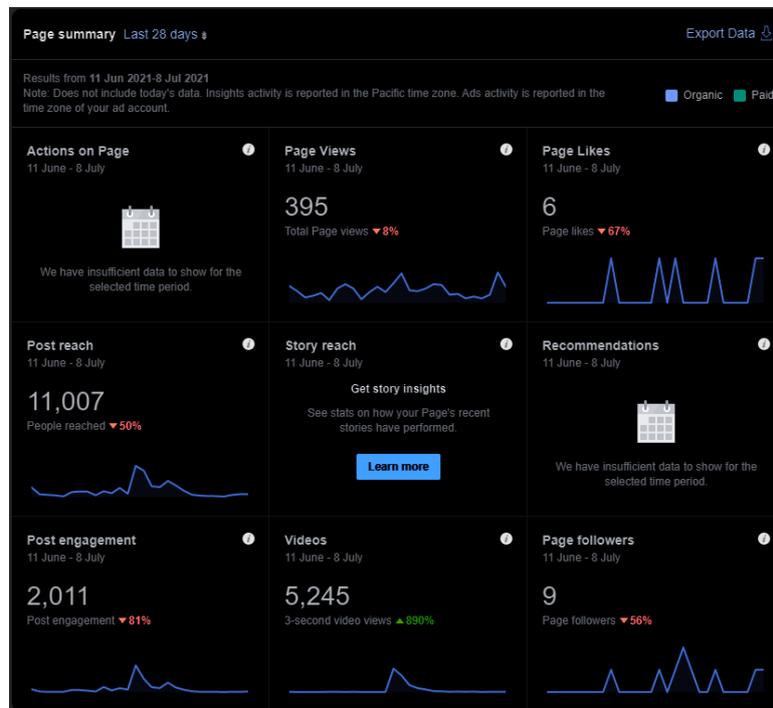
## **MONTHLY OBSERVATIONS**

- As the Guildhall Tea Room will be re-opening soon, hopefully we will start to include that page in our monthly observations too once it re-opens fully.
- The highest rated post of this month from the Thetford Town Council page was one regarding the attack of a sheep on Barnham common. This received over 16.5k views, over 4.3k engagements and over 110 shares.
  - While this is not a positive story, it's important to highlight that this is the sort of reach we can potentially get from our pages.
- The next highest reaching post from Thetford Town Council was our Job listing for the 'Town Team Member', which had over 2.4k views and received over a dozen applications through Facebook. Not a traditional post, but it's great to see that we can reach a large audience with job listings, as well as all of our other media posts.

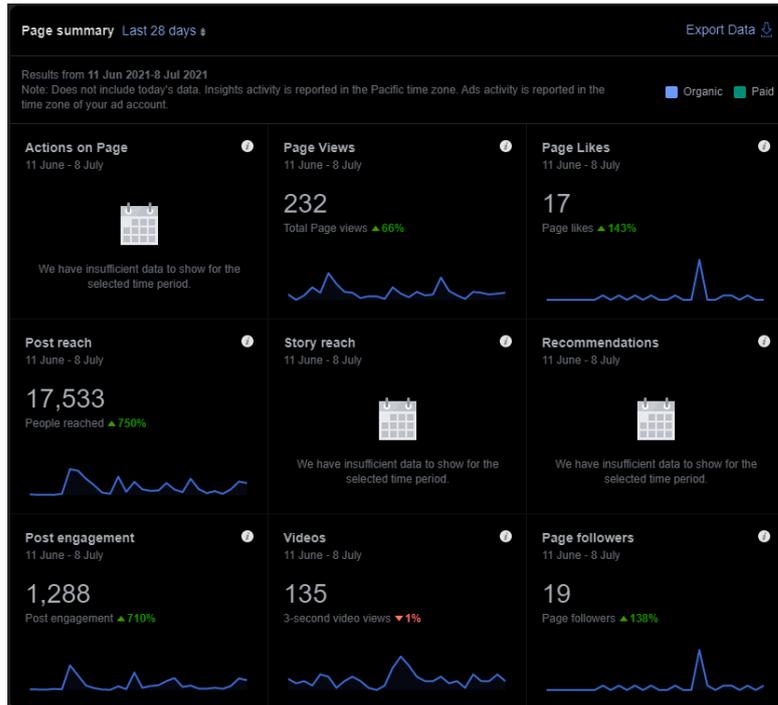
- The highest rated post from The Carnegie was one of our advertisements for Hi-De-Hi, which reached over 1.5k views and over 20 shares.
  - Which this 'highest post' seems low compared to the other pages, it's worth noting that the frequency of posts from The Carnegie is very high, and while none of the posts are reaching astronomical numbers, there are also no flops, with all posts having a steady reach of 700 to 1200 views.
- The highest reaching post from the Mayor of Thetford page came on 18<sup>th</sup> June, which highlighted the Chess Tables installed on Butten Island. This post reached over 3.8k people and over 120 reactions.

## SOCIAL MEDIA DATA

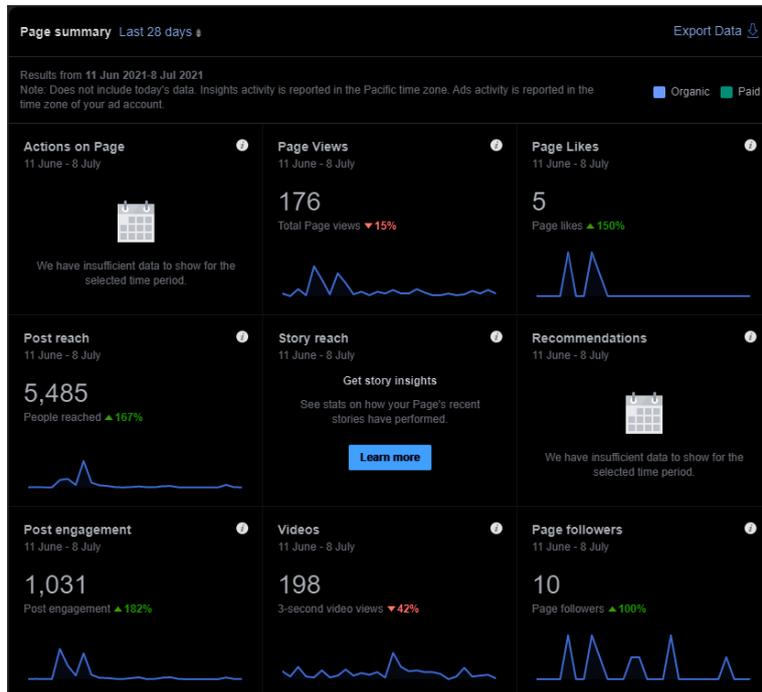
### Thetford Town Council Facebook



### The Carnegie Facebook



## Mayor of Thetford Facebook



APPENDIX B	
FUTURE EVENTS	DATE
Under the Clock Tower	1/8/21
James McDermott – Writers workshop	3/8/21
Atiha Sen Gupta – Writers workshop	8/8/21
Madhatter’s Tea Party	14 & 15/8 21 & 22/8
Atiha Sen Gupta -	1/9/21
Military Wives Choir Concert	10/9/21
Thetford Folk Children’s Puppet Show	11/9/21
Tales of the Hangman	15/9/21
Medieval Banquet	17/9/21
Holmes & Kable Play	18 & 19/ 9/21
Time Traveller	5/10/21
Hansel & Gretel Puppet Show	27a/10/21
Christmas Party Nights	3 & 4 /12/21
Christmas Market & Father Christmas Experience	12/12/21