

MINUTES OF THE VENUES, EVENTS AND MARKETING
COMMITTEE HELD IN KINGS HOUSE COUNCIL CHAMBER, THETFORD,
ON WEDNESDAY 11th JANUARY 2017 STARTING AT 1.00 P.M.

Councillors:

Mrs S J Armes
C R P Burnett
D M Crawford (Vice Chair)
J Newton
M S Robinson (Chair)
S N H Wright

R F W Brame
Mrs B J Canham
C Harvey
Ms F Robinson
M Taylor

Officers in attendance:

Tina Cunnell Town Clerk
David Brooks VEM Officer
Chris Crimmen Committee Secretary

Minutes

535/16 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

None.

536/16 APOLOGIES FOR ABSENCE AND NEW MEMBERS

Apologies were received from Mrs J Hollis.

537/16 MINUTES

Resolved the minutes of the committee meeting held on the 9th November 2016, received by Full Council on the 29th November 2016, as a true record and signed/initialled by the Chairman.

538/16 HEALTH & SAFETY

The VEM Officer reported that together with the VEM H&S Representative Councillor Ms F Robinson and the Assistant VEM Officer had a meeting on 22nd December 2016 and undertook a general walk around the Council Venues. The following outstanding items were discussed;

- Carnegie Cleaning store will be lined with smooth finish blocks which will offer 30 minutes burn time before a fire could spread to the main building.
- The doors on the crossover bridge will be replaced by sealed modern fire doors.

Councillor Ms F Robinson pointed out the line markings on the steps leading to Market Place was worn. This will be painted again with better quality paint and this is on the works schedule.

Other items discussed were:

- To prepare fire plans for each layout of the buildings.
- Replace the preparation steel tables.
- Design and build a more robust stage extension in the Carnegie.
- The Council have been advised that they can block two of the double doors in the bar as the remaining double door exit still complies with egress regulations.

539/16

WORKS SCHEDULE

The VEM Officer updated Councillors on proposed maintenance and repair works. The skylights that are leaking are being covered with perspex as a trial to see if this option is successful. The two main jobs this year are scheduled to be completed in March 2017 are the replacement of the floor and the refurbishment of the toilets. During this two week shutdown of the Carnegie the staff will undertake some painting jobs. The ALP Officer has prepared a schedule of seasonal jobs to be carried out weekly and monthly. This process is working well and the Works Team are much more focused on tackling and completing those jobs.

540/16

FINANCIAL UPDATE & BUDGET REVIEW

- The VEM Officer reported that the budget is currently on track.
- The Committee decided there was no transfer to reserves needed at the year end.
- The VEM Officer reported that the Dad's Army Museum Lease due at the end March 2017 has been settled. In addition to the new rent the Museum will pay V.A.T. and an amount towards the utilities.

At this point Councillor S Wright joined the meeting.

541/16

MARKETING

The VEM Officer reported that as this Events Calendar is very ambitious he is giving marketing a more important status. The Council are setting up an in-house team to give marketing a much higher priority. The Civic Officer, who deals with the website and social media, will no longer be working at reception, so will have much more time to dedicate to marketing with more social media and newsletters. The first e-newsletter goes out on 18th January 2017.

He went on to report that the Council have taken back control of the Thetford's Great Festival's Website. The name now reflects the greater delivery of events insomuch it will now be plural as this year will be a series of mini festival rather than a 10 day event.

The recently agreed development to the website will allow an on line booking system and the Council now build a valuable database.

542/16

A BATTLE'S OVER – A NATION'S TRIBUTE & WWI BEACONS OF LIGHT

The Committee received details of an event as a tribute to the end of World War 1 to be held on 9th November 2018. More details will follow and the Committee agreed to support this event.

543/16

EVENTS CALENDAR 2017

To receive an update of TTC events for 2017 from VEM Officer. He reported that instead of having one 10 day festival there will now be events on 23 days of 2017. These will now be better spaced out, more manageable and allow involvement of more sponsors. The draft schedule is as follows:

- 6th April Games Expo
- 23rd April Soapbox Challenge

- 1st May May Day Fayre
- 28th/29th May Spring Fair (2 days)
- 22nd/23rd July River Festival (2 days)
- 17th/20th August Music and Arts Festival (4 days)
- 7th/10th September Heritage Festival (4 days)
- 27th/31st October Octoberfest (4 days)
- 30th November/
3rd December Winterwonderland (4 days)
(Includes Christmas Lights Switch On)

The VEM Officer stated this was the proposal and he was looking for ideas and comments over the coming months together with lots of volunteers.

At this point Councillor R Brame left the meeting.

544/16

MEDIA POLICY

The VEM Officer had circulated a draft media policy for member to consider. There followed a discussion and it was agreed that the Council need a media policy in place but this could not be agreed at this meeting. The Chairman asked for comments by email from Councillors so that, together with the Town Clerk, he can edit the draft policy for agreement at the VEM meeting on 15th February 2017.

545/16

CARNEGIE PARKING BARRIER

The VEM Officer outlined the issues regarding car parking at the side of the Carnegie. He produce photographs where cars had blocked the roadway and in one instance blocked the emergency fire exit from the kitchen. Following a discussion it was agreed the VEM Officer would investigate the best parking barrier system and present his findings to the Committee at the February meeting.

At this point Councillor S Wright left the meeting.

546/16

MARKET RELOCATION

The Committee received an update from VEM Chairman on the Market Reallocation and there followed a discussion. Councillor Mrs S Armes recommended and Councillor C Harvey seconded:

RECOMMENDATION: The Council keep the market in the current location and authorise the VEM Officer to investigate ways of making the market more sustainable and viable in the short to medium future.

547/16

ITEMS OF URGENT BUSINESS

None.

548/16

PRESS RELEASES

To issue a press statement on Thetford's Great Festival's.

Chairman.

ACTION POINT	BY WHOM	BY WHEN
To receive comments on email from Councillors on the make up of the Media Policy in order to finalise the document at the February VEM Meeting.	VEM Chairman and the Town Clerk.	15/02/2017
The VEM Officer will investigate the best parking barrier system	VEM Officer	15/02/2017