

MINUTES OF THE VENUES, EVENTS AND MARKETING
COMMITTEE HELD IN THE COUNCIL CHAMBER, KING'S HOUSE,
THETFORD, ON WEDNESDAY 14th JUNE 2017 STARTING AT 01:00 P.M.

Present:
The Mayor, Councillor D M Crawford

Councillors:

S J Armes
C R P Burnett
C Harvey
M Taylor

R F W Brame
B J Canham
J Hollis (Vice Chairman)
S N H Wright (Chairman)

Also in attendance non-voting Councillor:
M R Robinson.

Officers in attendance:

David Brooks VEM Officer
Chris Crimmen Committee Secretary

MINUTES

- 107/17 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 108/17 APOLOGIES FOR ABSENCE AND NEW MEMBERS
Apologies were received from Councillor F Robinson.
- 109/17 MINUTES
RESOLVED: The minutes of the committee meeting held on the 10th May 2017, to be received by Full Council on the 30th May 2017, as a true record and signed/initialled by the Chairman.
- 110/17 ACTION POINTS
The Chairman reported the two action points are ongoing.
- 111/17 HEALTH & SAFETY
The Guildhall Manager reported on gathering quotations for CCTV for Carnegie and Guildhall. As soon as quotations are received he will present them to the committee.
- 112/17 WORKS PROJECT
The VEM Manager reported that the new flooring had been completed in the Carnegie toilets and as there had been an underspend on the Guildhall reserve allocation for the refurbishment of the toilets of approximately £5,000 he would like the foyer flooring to be included. This would cost an additional £1,950 and after a discussion Councillor S Armes proposed and Councillor D Crawford seconded:
RESOLVED: That the £1,950 cost of the foyer flooring in the Carnegie be allocated from the Guildhall reserve.
It was felt by the Committee that the Carnegie men's toilets should have a second hand drier and the VEM Manager will cost this addition.
- 113/17 GAS SUPPLY TO GUILDHALL
The VEM Manager reported that he had been informed that works to the outside of the Guildhall to renew gas mains pipework into Guildhall had been

notified by the gas supplier. He had asked the Historic Buildings Officer to view the proposed work as this was a listed building and he was informed that the officer could not recommend that the Council allow this work. After a discussion Councillor C Burnett proposed and Councillor D Crawford seconded:

RESOLVED: That Thetford Town Council disconnect the gas supply to the Guildhall.

114/17

TOWN WEEKLY MARKET OPTIONS

The VEM Manager reported that he had contacted officers from NCC and Breckland Council and had received feedback that the initial concern was the conflict with the legal orders and the Civil Parking Enforcement Officers should vehicles enter the restricted pedestrian zones in King Street. There followed a discussion and Councillor R Brame proposed and Councillor D Crawford seconded:

RESOLVED: That the Tuesday and Saturday Markets remain in the town Market Place.

115/17

BUDGET REVIEW

The VEM Manager reviewed months 1 and 2 accounts and reported that the variance on the Carnegie income that is down by £3,000 will even out by the end of the year. He went on to state that as the marketing budget cut by £2,000 this year the committee must work smarter on the advertising used. He had been approached by The App Office that notified smart phone users instantly as they enter Thetford of latest events, news alerts and bulletins in an instant (see Appendix A). As the festivals have changed the VEM Officer believes that the marketing wraps in the Thetford & Brandon costing an estimated £3,000 this year should not be used. There followed a discussion and Councillor S Armes proposed and Councillor M Taylor seconded:

RECOMMENDATION: That Thetford Town Council use The App Office with a one off set up £245 and a monthly fee of £29.

116/17

REQUEST FOR FREE HIRE OF CARNEGIE

The VEM Manager reported that Councillor M Robinson had made a request for free hire of the Carnegie Room to host the TARA Awards on Friday 2nd February 2018. After a discussion Councillor B Canham proposed and Councillor D Crawford seconded:

RECOMMENDATION: That Thetford Town Council offer free hire of the Carnegie venue to host the TARA Awards on Friday 2nd February 2018.

117/17

DEVELOPING COMMUNITY NOTICE OUTLETS

Councillor C Harvey stated he wished to source and secure a number of town wide community notice outlets to advertise Thetford Town Council meeting agendas, Councillors contacts and event information. After a discussion it was agreed to produce a leaflet with photos of Councillors together with their Ward details and contact details.

118/17

MEDIA POLICY

To Chairman had produced a final draft for recommendation to Full Council on 27th June 2017. It was noted that this was not the draft recommended by the Town Clerk but the altered version completed at the last meeting. There followed a discussion and Councillor S Armes proposed and Councillor J Hollis seconded:

RECOMMENDATION: That Thetford Town Council adopt the Social Media Policy with the modifications shown in red (see appendix B).

- 119/17 VEM EVENTS
The VEM Manager reported that the next events scheduled in the River Festival on the 22nd & 23rd July 2017. There is lots of interest in this event with various organisations attending.
- 120/17 ITEMS OF URGENT BUSINESS
None.
- 121/17 PRESS RELEASES
None.

Chairman.

ACTION POINT	BY WHOM	BY WHEN
The VEM Officer will investigate the best parking barrier system	VEM Officer	Ongoing
To draft formal guideline for the use of the Thetford Crest	VEM Chairman and VEM Officer	Ongoing

Appendix A – Agenda number 115/17

Push Notifications

Push Notifications appear instantly on a mobile phone and have a 96% read rate compared to 5% with email, and are the most effective way to reach your audience.

The messages tab will display a history of all notifications making it easier to refer back to past messages. Push notifications can populate your social media with the same message.

- *Promote your latest events, send news alerts and bulletins in an instant*
- *Send push notifications any time, any where or preferred set times*
- *Send targeted push messages based on geo-location. Details>*
- *Allow users to choose which specific alerts they wish to receive – NEW Details>*

The *New York Times* says “**Mobile Marketing is the Most Powerful Media Invented**”

Event Listings

With turn-by-turn GPS directions, in-app RSVPs and comment capabilities, your event turnouts will be hitting all-time highs. It’s great for your audience to know all forthcoming events and plan ahead. The options for this feature are endless and will suit many types of organisations. Plus it allows users to synchronise events into their mobile phone calendar.

Reservations

Pack your schedule without picking up the phone. The Reservations feature lets users select an appointment date/time and make payment, cutting down on the back-and-forth and missing that vital call.

Rewards

No more digging around for that paper stamp-card as this clever feature allows you to stamp the app on the customers phone with a secret code. It's far more convenient to manage than traditional loyalty cards.

- *Reward customers & increase business*
- *Customise stamp requirements*
- *Encourages customers to use the app's other features*

The Rewards feature can be presented in three ways:

- *QR Codes allows mobiles to scan coupons on location*
- *GPS Coupons unlock when a customer is within proximity to your business*
- *Stamp code is applied to the loyalty card*

Rewards and Coupons have proven to increase consumer engagement and are dynamically more manageable as you can create them in an instant.

Shopping Cart

Build your own app store or integrate your existing online store with this simple sales solution. Just refer to Starbuck's experience and discover why this feature, without a doubt, is a must for any business to jump ahead of it's competitors. Ideal for takeaways who want to offer an alternative to Just-Eat.co.uk and save money.

- *Customise your mobile store with photos & descriptions*
- *Set delivery fees & tax rates*
- *Manage your orders through the client panel*
- *Accept payments via the app*

Custom Forms

This adaptable email form helps you gather exactly what you need. With custom fields and reworkable content, it's handy for:

- Surveys
- Complaints
- Feedback
- Competitions
- Suggestions

Submit Photo

Need a simple way to receive pictures from your community or loyal fans? With the photo feature, submissions are sent directly to your inbox.

- Encourage app engagement
- Allow users to instantly submit photo's whilst on the go
- Great for promoting your business or collecting photos from events

Geo-Fencing

It is very exciting as we can create a virtual boundary around a specific location, for example : Kings House/Gardens & Kings Street between the Thomas Paine and Bell Hotel, therefor people that enter that zone if the mobile phone are wi-fi enables or have our app it will receive an alert as to a promotional message

Media Policy - Draft prepared at VEM meeting 14/6/17 to be tabled at June Full Council

1 Introduction

1.1 Thetford Town Council (The Council) Media Policy provides guidance to Councillors, employees, arm's length companies and partner organisations on all aspects of dealing with the media.

1.2 The Council media activity must comply with relevant legislation and follow the Code of Recommended Practice on Local Authority Publicity issued under the Local Government Act 1986.

1.3 The Code of Recommended Practice sets out rules around content and style of publicity, dissemination, advertising and promotion of individual Councillors.

2 Media Relations and the Law

2.1 All the Council's media activity must pay particular regard to the following legislation:

2.1.1 Equality Act 2010;

2.1.2 Data Protection Act 1998;

2.1.3 Human Rights Act 1998;

2.1.4 Freedom of Information Act 2000;

2.1.5 Equality Act 2010;

2.2 The Council may determine that some matters will be considered in private. This may arise where a report contains confidential information or information exempt from publication in terms of Schedule 7A of the Local Government Act 1973. Any such report will be marked "Not for Publication" and must not be released to the media.

2.3 The Code of Recommended Practice can be found here:

<http://www.communities.gov.uk/documents/localgovernment/pdf/155067.pdf>

2.4 Key points contained within the Code of Recommended Practice include:

2.4.1 Local authorities are accountable to their electorate. Local accountability requires local understanding. This will be promoted by local authorities explaining their objectives and policies to their electors and ratepayers. In recent years authorities have increasingly used publicity to keep the public informed, and to encourage greater participation. Local authorities also need to tell the public about the services which they provide. Increasingly, local authorities see the task of making the public aware of the services available as an essential part of providing all kinds of services. Good, effective publicity, aimed at improved public awareness of a council's activities, is to be welcomed. This Code is not intended to discourage such publicity. (Code of Recommended Practice, introduction, paragraph 2.)

2.4.2 Any publicity describing the Council's policies and aims should be as objective as possible, concentrating on facts or explanation or both. (Code of Recommended Practice, paragraph 12.)

2.4.3 Publicity relating to the provision of a service should concentrate on providing factual information about the service. (Code of Recommended Practice, paragraph 14.)

2.4.4 Publicity campaigns by local authorities are appropriate in some circumstances: for example, to promote the effective and efficient use of local services and facilities, or to attract tourists or investment. Publicity campaigns may also be an appropriate means of influencing public behaviour or attitudes on such matters as health, safety, crime prevention or race relations. (Code of Recommended Practice, paragraph 18.)

2.4.5 Legitimate concern is, however, caused by the use of public resources for some forms of campaigns which are designed to have a persuasive effect. Publicity campaigns can provide an appropriate means of ensuring that the local community is properly informed about a matter relating to a function of the local authority and about the authority's policies in relation to that function and the reasons for them. But local authorities, like other public authorities, should not use public funds to mount publicity campaigns whose primary purpose is to persuade the public to hold a particular view on a question of policy. (Code of Recommended Practice, paragraph 19.)

2.5 Councillors and officers will, when dealing with the media, be mindful of the obligations set out in the Councillors' Code of Conduct and the Council Standing Orders. The Councillors' Code of Conduct and Standing Orders can be found here:

<http://www.thetfordtowncouncil.gov.uk/council/documents/>

3 Scope

3.1 This Media Policy applies to all Thetford Town Council Councillors and employees. It also applies to arm's length companies and partner organisations when they are delivering services on The Council's behalf.

3.2 All Thetford Town Council Councillors and employees should adhere to the Approvals Process as set out in Paragraph 5.

4 Roles and Responsibilities in Relation to Media Handling

4.1 The Mayor

4.1.1 The Mayor will be quoted in media releases or statements where the matter is of Council-wide significance or crosses several portfolio areas. The Mayor may also be quoted when another committee chairman is unavailable. **The view of the Council will be agreed with the Town Clerk.**

4.1.2 If the Mayor is unavailable, the Deputy Mayor will assume the responsibilities as described for the Mayor, if available.

4.1.3 In the event of the Mayor and the Deputy Mayor both being unavailable, another member of the Council will be quoted.

4.1.4 The Mayor will keep the Town Clerk informed of significant media activities concerning the Council.

4.2 Committee Chairman

4.2.1 If the Council receives a media enquiry about service delivery, the Town Clerk will discuss the issue with the relevant Chairperson and Officer and work with both as appropriate to agree a statement or quote.

4.2.2 Chairpersons are quoted in relation to activity and decisions in their relevant areas. They are supported in their committee role and not in their role as a member of a political party.

4.2.3 In the absence of the Chairperson, the Vice Chairperson can be quoted or take part in media activity.

4.3 Ward Councillors

4.3.1 Generally, it will not be possible for the Council to issue media releases or post news on the Council's web or social media sites initiated by individual Councillors in their role as ward members **unless agreed by the Town Clerk.**

4.3.2 The Council can provide general media training and support to all Councillors as required. This guidance will be non-political in nature. Councillors can request this by contacting the Town Clerk.

4.3.3 Where any media or communications training support is provided to a Councillor, for example, broadcast media training, the same level of support must be available to all Councillors if they request it.

4.3.4 Where individual Councillors are contacted by the media any views expressed need to be made in a personal capacity unless they have been designated the Council spokesperson on the specific subject.

4.3.5 Individual Councillors should state the view of the Council in any statement to the media before passing any comment in a personal capacity. Councillors should notify the Town Clerk of any statements made.

4.4 The Town Clerk

4.4.1 The Town Clerk handles all media enquiries and issues all media releases and statements on behalf of the Council.

4.4.2 Quotes are generally attributed to the Mayor, Deputy Mayor, or the relevant the Chairperson of a Committee, or Task & Finish Group on a particular issue.

4.4.3 In certain circumstances it may be necessary to attribute quotes to a Council Spokesperson.

4.4.4 The Town Clerk has to ensure that the Council complies with the requirements of the law and any statutory Codes of Practice relevant to the carrying out of the Council's duties and the delivery of the Council's services.

4.4.5 Where any matter of concern arises in relation to media communications, proposed or otherwise, this will be brought to the attention of the Town Clerk. If necessary, breaches of this policy will be dealt with under the Council's disciplinary procedures or the Councillors' Code of Conduct, whichever is appropriate.

4.4.6 On some occasions, it may be appropriate for the Town Clerk or the Deputy Town Clerk or another senior officer to take part in media activity, for example, issuing a statement on reputational, disciplinary or operational matters.

4.4.7 The Town Clerk is responsible for alerting Councillors promptly to any issues that may be of media interest.

4.5 Committee Officers and other employees

4.5.1 Committee Officer(s) are responsible for alerting the Town Clerk promptly to any issues that may be of media interest.

4.5.2 The Committee Officer(s) will ensure that any direct media contact with their service is passed on to the Town Clerk immediately.

4.5.3 Committee Officer(s) must also ensure the factual accuracy of all information provided for use in any media activity.

4.5.4 All employees will immediately pass media enquiries on to the Town Clerk. Employees should not make any comments directly to the media.

5 Approvals Process

5.1 Media activities will be decided by the town clerk as necessary, in consultation with the relevant Chairperson or The Mayor.

5.2 All media activity **representing the views of the Council** requires Councillor and officer sign-off before issue. This will involve the relevant Chairperson, Officer and Town Clerk.

5.3 Invitations to take part in media photo opportunities will be agreed by the Town Clerk and The Mayor.

5.4 When deadlines are pressing, media activity for the Council can be signed off by the Town Clerk.

5.5 Media activity dealing with controversial or legal matters, including court cases, will also be reviewed and approved by the Council's Legal Team in addition to The Mayor, the relevant Chairperson and Town Clerk.

6 Web and Social Media

6.1 This Media Policy extends to The Council's web and social media channels.

6.2 Any posts or comments online which do not adhere to the Media Policy will be removed and a statement posted online to explain this.

7 Campaigns

7.1 If the Council is asked to run a campaign in partnership with the local media, the Council will consider whether the campaign helps to deliver the Council's priorities and enhances the Council's reputation.

8 Partnership Working

8.1 The Town Clerk will be proactive in seeking opportunities to promote the work of the Council.

8.2 Where other organisations are contracted to provide services on behalf of the Council, they will be expected to follow this Media Policy. In practice this may mean collaborating with the Town Clerk.

9 Further Advice and Guidance

9.1 Where an issue arises in relation to media activity which is not covered by this policy, advice should be sought from the Town Clerk.