

MINUTES OF THE VENUES, EVENTS AND MARKETING
COMMITTEE HELD IN THE CARNEGIE, THETFORD, ON
WEDNESDAY 12th OCTOBER 2016 STARTING AT 1.00 P.M.

Present:

The Mayor, Councillor T J Jermy

Councillors:

C R P Burnett

Mrs J Hollis

Ms F Robinson

S N H Wright

Mrs B J Canham

J Newton

M S Robinson (Chairman)

Officers in attendance:

Tina Cunnell

David Brooks

Chris Crimmen

Town Clerk

Venues Manager

Committee Secretary

Minutes

- 326/16 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
Councillor S Wright declared a non-pecuniary interest in agenda number 341/16 as Chairman of Dad's Army.
- 327/16 APOLOGIES FOR ABSENCE AND NEW MEMBERS
Apologies were received from Councillors Mrs S J Armes, R F W Brame and D M Crawford.
- 328/16 MINUTES
Resolved the minutes of the committee meeting held on the 17th August 2016, received by Full Council on the 27th September 2016, as a true record and be signed/initialled by the Chairman.
- 329/16 HEALTH & SAFETY
The Venues Manager reported that further to the initial H&S building inspections by our new H&S Consultants Ellis Witham, he can inform the VEM Committee that the actions stated below have been completed within the timeframe required, or the staff are working towards those that have been given a longer action period. Overall he felt the Venues staff had performed very well throughout the inspection of the Carnegie and Guildhall venues and can assure Councillors that H&S is a matter that the Venues staff holds in high priority.
- 330/16 FUTURE USE OF ST PETERS
The Venues Manager reported that whilst Councillor Mrs J Hollis had proposed that the building is used as an indoor "pop up" market, she had passed the contacts she had made to him and a whole series of Craft Market days have been booked in the Guildhall.
The Venues Manager reported that a local community group are interested in a tenancy agreement and would be prepared to pay an annual rent of £6,000

plus heating and lighting costs. This group would not need exclusive use of the space and would work with others to accommodate them on a temporary basis. The Venue Manager is meeting with their trustees on an outline agreement. It was confirmed that if the Council can demonstrate usage this would be a good basis for starting a Historic Lottery Bid.

331/16

CHRISTMAS LIGHTS SWITCH ON & WINTER WONDERLAND 2016

The Venues Manager outlined the events of the Christmas Lights Switch On and Winter Wonderland over the 24th/25th/26th/27th November 2016. Following the switch on the following events has been booked for Winer Wonderland in Kings House Gardens:

- Ice Rink
- Bouncy Snow Globe
- Reindeer Karaoke
- Santa's Grotto and Workshop
- Storey telling in the Coach House.

The switch on, by the Town Mayor, will take place in the performance area in King Street where there will be a stage built.

332/16

REMEMBRANCE PARADE 2016

The Venues Manager reported all the arrangements for Remembrance Day Parade are all in hand

333/16

COMMUNITY COHESION EVENT

The Chairman reported that there had not been any progress towards the Community Cohesion Event that was agreed a few months ago. Councillor T Jermy stated that on the 16th November 2016 there is a National Day of Tolerance and suggested that an event be built around that day. After a discussion it was agreed to hold an event open to all in the Riverside area. Councillor Mrs F Robinson proposed and Mrs B Canham seconded that Thetford Town Council hold a National Day of Tolerance event on Saturday 19th November 2016 in the Riverside Area for all Thetford Residents.

RESOLVED: Thetford Town Council hold a National Day of Tolerance event on Saturday 19th November 2016 in the Riverside Area for all Thetford Residents.

334/16

EVENTS CALENDAR 2017

The Chairman reviewed briefly the Thetfords Great Festival and agreed with all that a "wash up" meeting should take place as soon as possible. The Venues Manager had tabled a Draft Events Calendar for 2017 that scheduled events occurring on a monthly basis rather than 61 events squeezed into a 10 day period in August. It was felt that the Thetfords Great Festival was a great brand and should not be lost in any changes made and it was good to see a programme right across the year. Councillor Mrs B Canham proposed and Councillor Ms F Robinson seconded that the Committee confirm the presented format in principle and build the events calendar for 2017.

RESOLVED: The Committee confirm the presented format in principle and build the events calendar for 2017.

335/16

KING STREET BANNER PLACEMENT PROCEDURE

To Chairman opened a discussion to formalise a cost and procedure for banner placements in King Street. Currently the cost is £50 and once the banner has been put up there is no time limit. After a discussion Councillor S Wright proposed and Councillor T Jermy seconded that Thetford Town Council should charge £50 to erect a banner and then charge £5 per week with a maximum time the banner can stay up on 4 weeks. A booking form and system should be used.

RESOLVED: Thetford Town Council should charge £50 to erect a banner and then charge £5 per week with a maximum time the banner can stay up on 4 weeks. A booking form and system should be used.

336/16

BRANDING & MARKETING TASK GROUP

The Venues Manager opened a discussion on staff uniforms for the Venues Staff. There was agreement that front of house staff should look smart with matching coloured polo shirts with a brand on them with a white shirt for more formal events. All staff should have an official badge/lanyard showing their name. Councillor J Newton proposed and Councillor Mrs B Canham seconded that the Venues Manager should order appropriate shirts for the Venues Staff.

RESOLVED: The Venues Manager should order appropriate shirts for the Venues Staff.

There followed a discussion to develop a unique brand, new marketing opportunities and be proactive on the future management of website. It was agreed that Councillors M Robinson, Mrs J Hollins, Mrs B Canham and the VEM Officer should form a Task and Finish group to review the website and report back to the Committee on the way forward.

337/16

DRAFT BUDGET 2017/18

The Venues Manager reported that he had spoken to the Finance Manager regarding the money paid to Breckland Council to look after the Market Place Car Park until the end of 2016. Although it is not known what will be due from 2017 there should be a plan in place to set aside a sum each year into a reserve for the Market Place Car Park as this would need to be resurfaced every 5 years at an approximate cost of £25,000/£30,000. The Chairman reviewed the 4 Year Financial Strategy and there followed a discussion on income and expenditure.

338/16

ITEMS OF URGENT BUSINESS

None.

339/16

PRESS RELEASES

The Chairman stated the following should receive press coverage:

- Christmas Light Switch on together with the Winter Wonderland event 24th/25th/26th and 27th November 2016.
- The National Day of Tolerance Event 19th November 2016.

340/16

EXCLUSION OF PRESS AND PUBLIC

To consider resolving that, pursuant to the Public Bodies (Admission to

Meetings) Act 1960, the press and public be excluded for any remaining items of business on the grounds that publicity would be prejudicial to the public interest by reason of the confidential nature of the business to be discussed.

Chairman.