

MINUTES OF A MEETING OF THE  
VENUES & COMMUNICATIONS COMMITTEE  
HELD IN KING'S HOUSE, THETFORD ON WEDNESDAY 8th June 2022, AT  
1.00pm

Present:

Councillors:

M Brindle, B Canham, D Crawford (Vice Chair), J Hollis, T Jermy, S Wright (Chair)

Officers in attendance:

D Brooks (V&C Officer), T Scott (Venues & Media Officer),  
H Doyle (Engagement Officer), A Yorke (Deputy Town Clerk and Finance Officer),  
K Robinson (Committee Clerk)

**MINUTES**

97/22	<u>DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS</u> None.
98/22	<u>APOLOGIES FOR ABSENCE</u> Councillors C Barreto, R Brame and C Harvey. Absent: Councillor K Parker.
99/22	<u>MINUTES</u> <b>RESOLVED: The minutes of the Committee's meeting held on 11th May 2022 received by Full Council on 31st May 2022 to be confirmed as a true record and signed/initialled by the Committee Chairman.</b>
100/22	<u>ACTIONS POINTS FROM PREVIOUS MEETING</u> The V&C Officer updated the Committee and informed them that the action points (i) and (ii) to be discussed under Agenda numbers 103/22 and 102/22, respectively.  iii) The V&C Officer suggested the following to increase footfall: - Linked promotion with retailers in The Shambles units. - Side shows, fairground rides. - Activities on Sunday afternoons.  Update was noted with further points to be discussed in Agenda numbers 103/22 and 102/22, respectively.
101/22	<u>FINANCIAL UPDATE</u> The Finance Officer presented the Venues & Communication Financial Report: <ul style="list-style-type: none"> <li>• Budget was set in November at Committee level, so profitability cannot be calculated, and structure would require change, across all committees.</li> <li>• Possible mis-posting of costings between Venues &amp; Communications and Heritage &amp; Town Events.</li> <li>• Sessional staff and permanent staff working many roles.</li> </ul>

	<p>The financial report was noted.</p> <p>The Chairman requested a meeting with the Finance Officer to explore what other financial information could be presented to monitor financial performance of the Council venues.</p> <p><b>Action Point:</b> Item to be added to next Venues &amp; Communications Committee meeting.</p>
102/22	<p><u>MARKETING REPORT</u></p> <p>The V&amp;C Officer welcomed H Doyle to the Council, who is responsible for updating social media.</p> <p>The Committee discussed:</p> <ul style="list-style-type: none"> <li>• Councillors were provided with 'packs' of posters/flyers to distribute to their contacts and groups they have associations with.</li> <li>• Separate digital newsletters for The Carnegie and Thetford Town Council news are produced monthly. Councillors were informed that all TTC Councillors had been included in the mailing list therefore will automatically be kept up to date.</li> <li>• The team do schedule posts on social media to maximise the possible times most followers read social media posts, interactions have increased considerably over previous weeks.</li> <li>• All current events information is up to date and are displayed in the rotunda and the Thetford Town Council poster sites.</li> <li>• Sell out events – "Jury's Out" (Drag Night), and the Assizes Events.</li> </ul> <p>The marketing report was noted.</p>
103/22	<p><u>COMMUNICATIONS</u></p> <p>To review and adopt the updated Marketing &amp; Communications strategy document.</p> <p><b>Action Points:</b></p> <ul style="list-style-type: none"> <li>• Posters to be displayed in the Conservatory in King's House gardens.</li> <li>• A5 leaflet to be generated, detailing a few events.</li> <li>• 'Old' noticeboard from Guildhall porch to be re-sited in two weeks' time.</li> <li>• The Marketing &amp; Communications Policy needs to be reviewed separating the two. The Communications Strategy to be discussed and developed through a working group.</li> <li>• The current Media Policy to be reviewed and brought into the overall Communications Strategy.</li> </ul> <p><b>RESOLVED: That the Council uses a Working Group to update the Marketing &amp; Communications strategy.</b></p> <p><b>The Working Group consists of Councillors T Jermy, B Canham, D Crawford and S Wright.</b></p>
104/22	<p><u>WEEKLY MARKETS</u></p> <p>The V&amp;C Officer reported, and the Committee discussed:</p> <ul style="list-style-type: none"> <li>• The recent Assizes Fayre was held in the Guildhall and the Market Place as part of the commitment to the NHLF grant. All events were well attended, and the free activities held on the Market Place, aside the weekly market, generated an excellent footfall, which clearly benefitted the market and the Guildhall Tea Room.</li> </ul>

	<ul style="list-style-type: none"> <li>• A new pop-up trader will attend the two weekly markets as well as trade on non-market days to further develop the opportunities on the new pedestrianised amenity space on the Market Place. A request for more pop-up stalls and events will be posted on social media in the coming weeks.</li> </ul> <p><b>Action Point:</b> V&amp;C Officer to advertise the pitch fees using social media to highlight attractive rates offered.</p>
105/22	<p><u>MARKET PLACE WORKING GROUP</u></p> <p>The V&amp;C Officer reported:</p> <ul style="list-style-type: none"> <li>• Completion of planters on Guildhall Street side of Market Place.</li> <li>• Outdoor tables and chairs for tearoom and events are in use.</li> <li>• The Shambles lighting is being repaired.</li> </ul> <p><b>Action Point:</b> Market Place Working Group to meet with tenants, market traders, committee members and any other interested parties on 21<sup>st</sup> June 2022 to discuss opportunities to further develop the Market Place as an attractive, vibrant, safe amenities space.</p>
106/22	<p><u>COMPLIMENTS &amp; COMPLAINTS</u></p> <p>Nothing received in writing to the Town Clerk. Positive comments received, verbally, but negative comments received via social media.</p> <p>Noted.</p>
107/22	<p><u>COMMUNITY ENGAGEMENT</u></p> <p>None.</p>
108/22	<p><u>COMMITTEE OFFICERS UPDATE</u></p> <p>None.</p>

Chairman

## APPENDIX A - MARKETING REPORT – 13/04/2022

### Marketing Updates

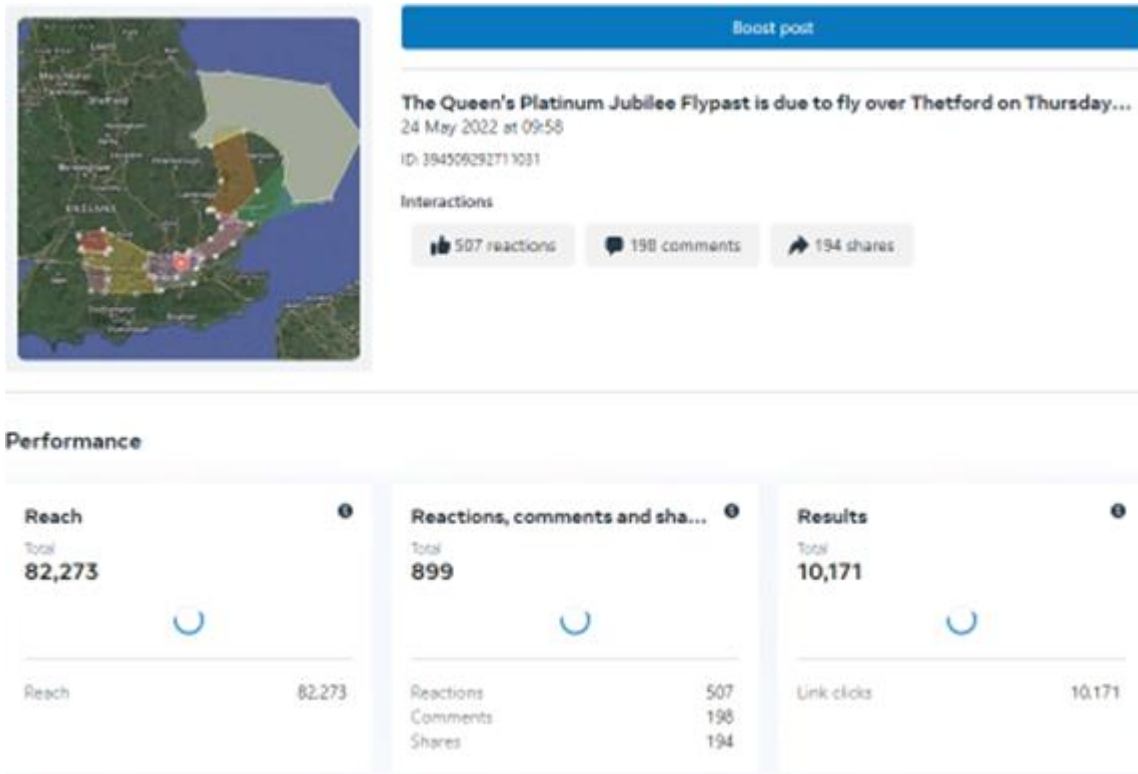
- The Rotunda is being updated alongside our other poster sites. We are receiving posters from 3<sup>rd</sup> parties and weekly hirers which are being periodically displayed on a rotation system.
- We have reformatted the way we are using our social media platforms:
  - Breaking the Instagram across the three separate accounts; The Guildhall Tea Room, Thetford Town Council and The Carnegie and Guildhall complex. This corresponds better with our Facebook pages and enable us to schedule posts across corresponding platforms. This also gives us a better reach as followers see posts specific to the page that they follow, but also enables us to cross post and tag across the pages. This helps to advertise that we do more than just an event in the Carnegie/Tea Room etc. We are hoping this will also help to increase the footfall in the Tea Room as it will come up on peoples suggested posts through specific targeted hashtags.
- There is an increase in frequency that we are posting across social media, with our weekly VEM team meetings enabling us plan out 'messages of the week' as a team.
- We are currently exploring options wider than our social media pages to market events in multiple formats. Through this we are building partnerships with local community groups who are helping us to advertise our events across wider locations in Thetford. We are working to produce packs with these groups, to distribute across different locations alongside the packs going out with the councillors who have contacted the team.

### **MONTHLY OBSERVATIONS**

We have seen a large increase in reach this month on social media, this is due to the previously highlighted increase in post frequency as well the jubilee weekend campaign.

We have also run a recent campaign to increase followers on all platforms through QR codes and cross platform informative posts.

- The highest rated post for this period was our Jubilee flypast information post (see attached file 1) – this was shared 194 times from the original post and gained over 500 reactions and 198 comments. This post had a reach of over 82,000 on Facebook alone. Which in turn increased traffic on the Thetford Town Council Facebook and we saw an incline of followers across the week.
- We have had multiple sell out events this month, with the Assizes weekend following a successful social media campaign and the Jury's out drag night selling out at The Guildhall. Following this there is a second Drag Night event booked which is currently showing a high level of sales with over three quarters of the tickets sold.



1 - Highest performing post.

**SOCIAL MEDIA DATA**

- Across social media, we have seen an increase in profile visits. Our reach is up across all sites, with the Thetford Town Council Facebook profile reaching 100,920 people in the last 28 days.
- The number of followers we have is increasing steadily, with a large increase seen towards the end of May.
- We are working to improve our reach through running various campaigns and increasing followers by ensuring all our venues have QR codes available to link visitors to our social media platforms.
- We are also using our partnered events to tag in other businesses or hirers to the venues in our advertising posts.

The following is data collected with regards to the last 28 days. Please note the insights for TTC page engagement follows a different format due to page set up. (The Instagram pages for

Post engagement	27,254
New Page followers	75
<b>Interactions</b>	
Reactions	1,664
Comments	584
Shares	414
Photo views	6,605
Link clicks	2,531

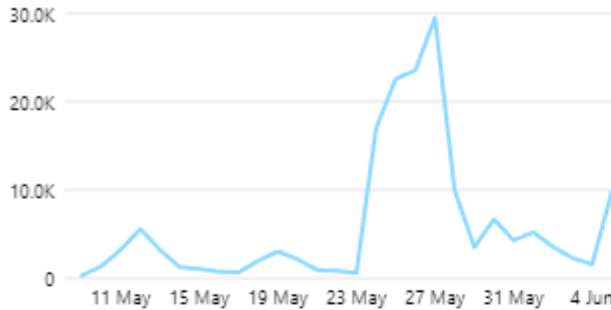
2 - Thetford Town Council Facebook page insights.  
 3 – Thetford Town Council insights last 28 days

Reach

Export

Facebook Page reach

100,920 ↑ 623%



Instagram reach

102 ↑ 100%

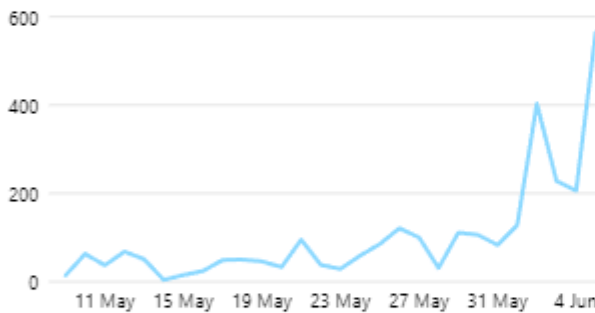


Page and profile visits

Export

Facebook Page visits

2,842 ↑ 447.6%



Instagram profile visits

138 ↑ 100%



New likes and follows

Export

Facebook Page new likes

74 ↑ 572.7%



Instagram new followers



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 Please select a different date range and try to load your report again.

Due to the Instagram account being set up on 23/05/22 – the insights are unable to chart new followers however there have been new 69 followers since the page was set up. (Thetford Town Council Instagram)

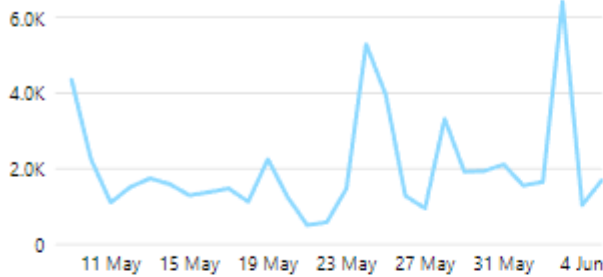
**4 - The Carnegie and Guildhall Complex insights last 28 days**

**Reach**

Export

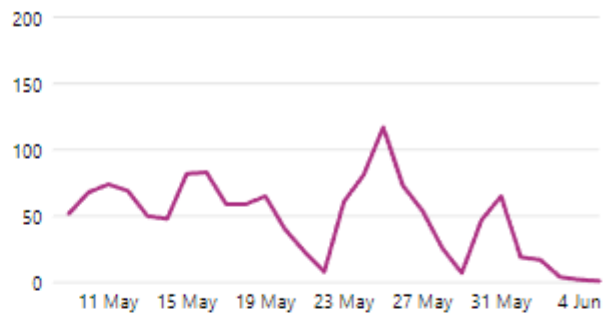
Facebook Page reach ⓘ

**35,489** ↑ 25.8%



Instagram reach ⓘ

**260** ↑ 10.6%

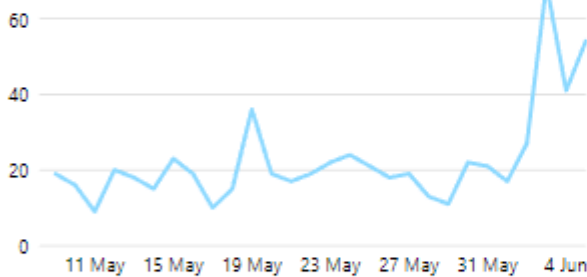


**Page and profile visits**

Export

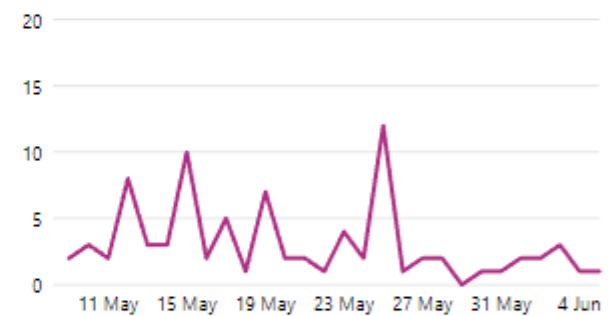
Facebook Page visits ⓘ

**634** ↑ 61.3%



Instagram profile visits ⓘ

**85** ↑ 80.9%

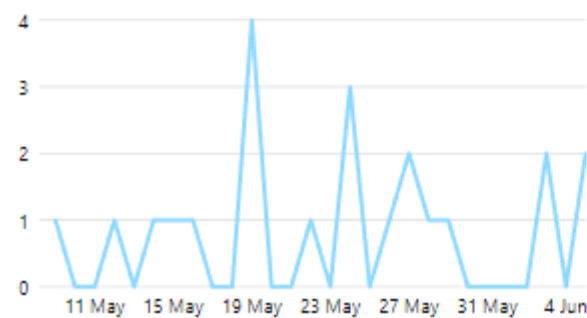


**New likes and follows**

Export

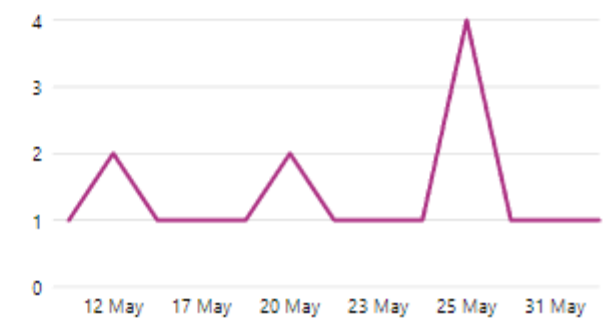
Facebook Page new likes ⓘ

**22** ↑ 4.8%



Instagram new followers ⓘ

**18** ↑ 63.6%





**5 - The Guildhall Tea Room insights last 28 days**



### Reach

Export

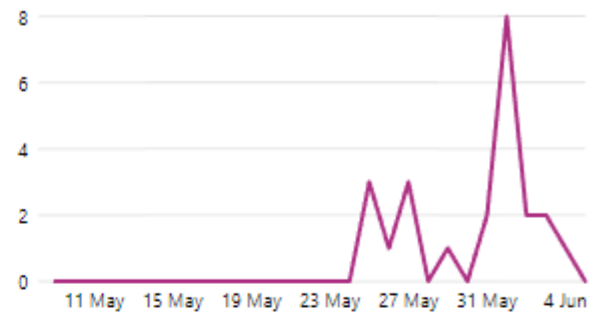
Facebook Page reach

7,543  $\uparrow$  503%



Instagram reach

16  $\uparrow$  100%

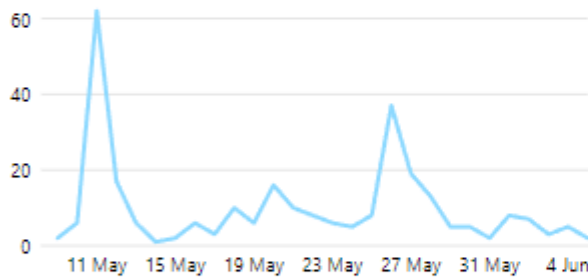


### Page and profile visits

Export

Facebook Page visits

280  $\uparrow$  263.6%



Instagram profile visits

18  $\uparrow$  100%



### New likes and follows

Export

Facebook Page new likes

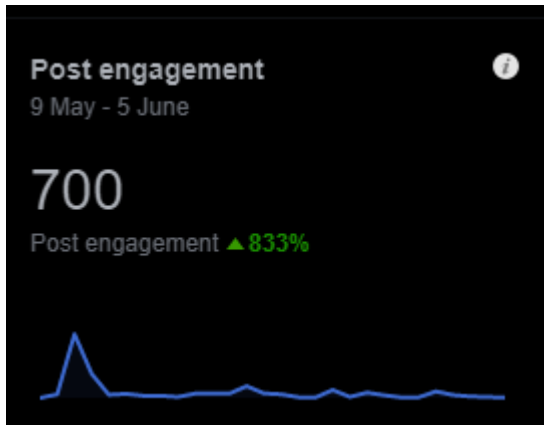
11  $\uparrow$  450%



Instagram new followers



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Due to the Instagram account being set up at the beginning of this month the followers are unable to be tracked through insights due to the lack of data.