

MINUTES OF A MEETING OF THE
VENUES & COMMUNICATIONS COMMITTEE
HELD IN KINGS HOUSE, THETFORD ON WEDNESDAY 13th APRIL 2022,
STARTING AT 1.00pm

Present:
Councillors:
M. Brindle, D. Crawford, C. Harvey, S N H Wright (Chair)

Officers in attendance:
David Brooks Venues Events & Marketing Manager,
Tom Scott Venues & Media Officer

MINUTES

893/21	<u>DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS</u> None received.
894/21	<u>APOLOGIES FOR ABSENCE</u> No Apologies Absent: Cllr M Taylor. Cllr B Barretto Cllr K Parker
895/21	<u>MINUTES</u> RESOLVED: The minutes of the Committee's meeting held on 9th February 2022 received by Full Council on 22nd February 2022 be confirmed as a true record and signed/initialled by the Committee Chairman.
896/21	<u>MARKETING REPORT</u> Councillors were asked to receive March 2022 marketing report, (See Appendix A) Councillors noted the report.
897/21	<u>FINANCIAL UPDATE</u> The Committee Officer presented the end of year financial report for the Venues and Communications, which was distributed to council prior to the meeting which showed a positive £34,875 net income. Councillors noted the financial report.
898/21	<u>VENUES & COMMUNICATIONS PROJECT PRIORITIES</u> After discussion decided to include 3 priorities for 2022 – <ol style="list-style-type: none"> 1. To continue to instigate environmental best practice as part of Council Green Strategy. 2. Reconfiguration of the Market Place as a pedestrianised space. 3. To continue to make approved external repairs to the Guildhall.
899/21	<u>MARKET PLACE PROJECTS</u> The Committee Officer presented an update listing upcoming schedule of works in forthcoming weeks; <ul style="list-style-type: none"> • Build and installation of planters for Guildhall Tea Room outside space. • Agreement of installation of additional electric feeder points. Chair suggested the calling of a meeting of the Market Place working group to discuss the next stage projects after those scheduled. Action: Committee Officer to contact working group members to set meeting date.
900/21	<u>WEEKLY MARKETS</u>

	Committee discussed a number of possible options that might increase footfall. Chair requested that this becomes a standard Agenda Item going forward. Action: Committee Officer tasked to draft a schedule of activities that might compliment the markets and increase footfall.
901/21	<u>COMMITTEE COMPOSITION AND TERMS OF REFERENCE</u> The existing policy was presented to committee to consider as part of the normal policy review process. The Committee were happy to continue with the current content with the exception of the of excluding the minimum number of 6 members but retaining the number of a minimum 3 members to constitute quorate.
902/21	<u>COMPLIMENTS & COMPLAINTS</u> No complaints or compliments have been received.
725/21	<u>COMMUNITY ENGAGEMENT</u> <ul style="list-style-type: none"> • Continue to promote Jubilee events.
726/21	<u>COMMITTEE OFFICERS UPDATE</u> None

Chairman

APPENDIX A - MARKETING REPORT – 13/04/2022

Tom Scott (Venues & Media Officer)

Marketing Updates

The Rotunda is in use the same as normal. We are receiving posters from 3rd parties which are being periodically displayed.

Since the last report more 3rd party hires and events are being delivered and achieving varying degrees of success, however as we move back to some sort of normality the event deliverers certainly understand the road to optimum attendance numbers will be improving. The plus side a wide range of events on offer is developing new audiences and when these do attend the venues, they can see the other opportunities they can engage with which is a win:win for event delivers and ourselves.

Another positive factor is that the new audiences are not just Thetford residents but are travelling from further afield.

It is also encouraging that almost weekly we are being contacted by entertainment agencies and performers/artists directly to discuss bringing a variety of events to both our venues. We are also in the process of discussing with a major regional Production Company that will bring contemporary events that can be delivered not just from the Carnegie and Guildhall but also the Market Place and Kings House Gardens, this again will further enrich the 'offer' that we can provide and support to provide the residents of Thetford and the surrounding area.

Newsletter/Website

Discussions and progress are ongoing with the developers to remodel the Town Council website, and it is hoped that after several preparatory meetings progress can be advanced quickly, and the new website can be launched by end of May at the latest.

The cleaner that the Committee agreed will make a vast difference to easing the website visitor in navigating to areas of interest, this again should improve the marketing of events and box office sales.

The increase of new audience has also increased our database of people that wish to be updated with information of forthcoming events and activities and we are also currently looking at updating the newsletter we provide to be launched alongside that of the new website.

MONTHLY OBSERVATIONS

Since the last meeting, The Carnegie hosted a competitive gaming competition – the largest ever in East England – which saw over 150 total attendees. This event had a live broadcast which spanned for 10.5 hours, averaged 175 viewers, peaked at 325 and had nearly 2k total viewers. This event was almost entirely attended by people from outside of Breckland, but feedback of the event and the town was extremely positive, and there’s plenty of potential for even larger events to run in the future.

Stream Duration	Average Viewers	Max Viewers	Unique Viewers
10h37m	175 ^	325 ^	1,994 ^
Unique Chatters	Live Views		
295 ^	5,400 ^		

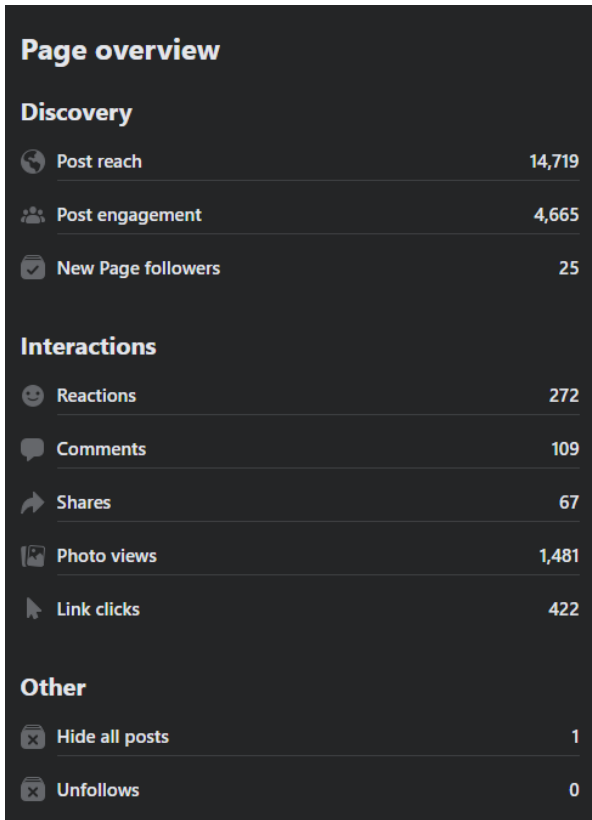
The highest rated post of this period is from Thetford Town Council regarding the Queens Jubilee Street Party. This post reached over 9.5k and had over 1.3k engagements.

The next highest post is also from Thetford Town Council regarding the Music Through the Decades Queens Jubilee event. This post reached over 6.1k and had over 500 engagements.

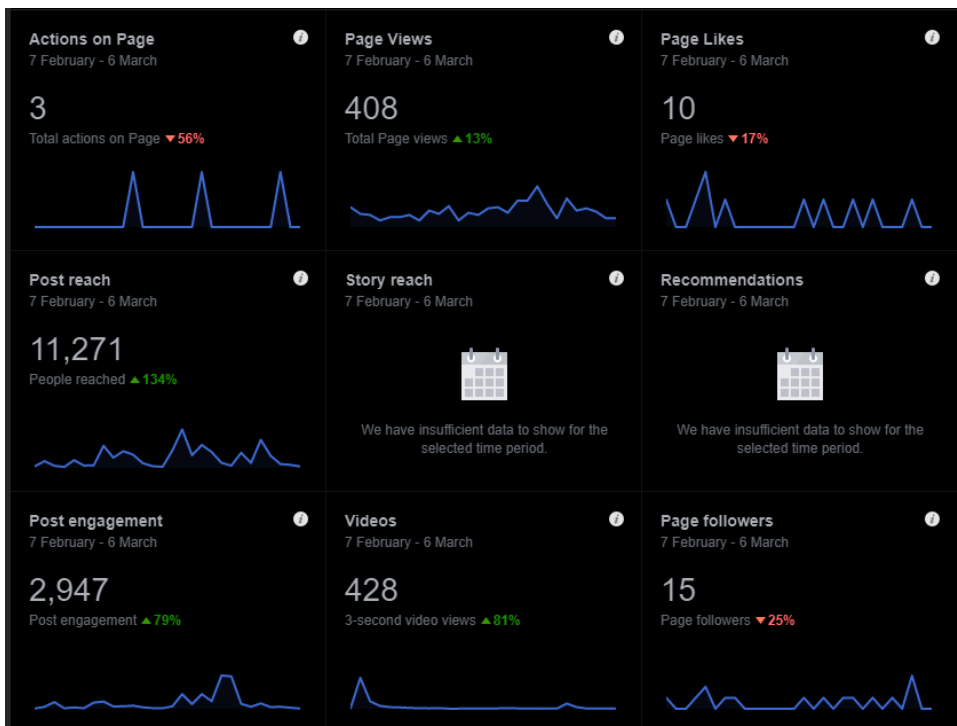
SOCIAL MEDIA DATA

Note: Facebook is in the middle of rolling out new changes to how interactions are viewed. This does mean that the look is not consistent between pages. And the new layout seems to provide less information than the old one.

Thetford Town Council Facebook



The Carnegie Facebook



Mayor of Thetford Facebook

Page overview

Discovery

Post reach	7,881
Post engagement	1,199
New Page likes	3
New Page followers	6

Interactions

Reactions	503
Comments	29
Shares	46
Photo views	284
Link clicks	0

Other

Hide all posts	2
Unfollows	0

The Guildhall Tea Room Facebook

