

MINUTES OF THE VENUES, EVENTS AND MARKETING
COMMITTEE HELD IN KINGS HOUSE COUNCIL CHAMBER, THETFORD,
ON WEDNESDAY 15th FEBRUARY 2017 STARTING AT 1.00 P.M.

Councillors:

Mrs S J Armes
Mrs B J Canham
C Harvey
J Newton

C R P Burnett
D M Crawford (Vice Chair)
Mrs J Hollis

Officers in attendance:

David Brooks VEM Officer
Chris Crimmen Committee Secretary

Minutes

- 658/16 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 659/16 APOLOGIES FOR ABSENCE AND NEW MEMBERS
Apologies were received from Councillors R F W Brame, Ms F Robinson and M S Robinson.
- 660/16 MINUTES
Resolved the minutes of the committee meeting held on the 10th January 2017, received by Full Council on the 31st January 2017, as a true record and signed/initialled by the Chairman.
- 661/16 HEALTH & SAFETY
The VEM Officer reported that all the essential H&S issues were now fully up to date. The following outstanding items will be completed in April;
- 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.
- 662/16 BUDGET REVIEW
The VEM Officer reviewed the budget. He pointed out that there was a shortfall in the Carnegie income nominal code 4223 Xmas Party of £5,000. This event did not go ahead as the room was booked over Christmas with events but he assured the committee that this shortfall would be made up by 31st March 2017. The shortfall in the salaries would also end up on budget. He announced that the top floor of the Guildhall had been let out with the full rent agreed plus v.a.t. and utilities.
- 663/16 PRIORITIES FOR THE VEM COMMITTEE
The VEM Officer asked Councillors to give their top priorities that will make a difference to the residents of Thetford. He divided them into small working groups and asked them to each group to give their top priorities. These were

then transferred to a flip chart and discussed by the committee. Councillor J Newton recommended and Councillor C Harvey seconded:

RECOMMENDATION: The VEM Committee recommend the following priorities are added to the Thetford Town Corporate Plan:

- 1. Venues – To ensure our venues and open spaces are safe, secure and promoting best value for the benefit of Thetford.**
- 2. Events – To develop and deliver an annual programme of events that is inclusive, exciting and engaging.**
- 3. Markets – To value and promote our weekly Chartered Markets and introduce a programme of specialist markets.**

(Appendix 1 attached shows the Aims/Actions/Outcomes)

664/16

PROPOSAL FOR USE OF THE GUILDHALL

Councillor Mrs J Hollis, who had been responsible for bringing the twice monthly craft fairs to the Guildhall, proposed that the Council run a monthly Farmers Market. This was discussed by the committee and the following ideas were added to for further discussion:

- Antique Fairs
- Indoor Car Boot
- Pre-loved and Vintage

It was agreed to arrange a Task & Finish Group to discuss all ideas to increase footfall at the Council venues. This group will consist of Councillors Mrs S Armes, Mrs B Canham, Mrs J Hollis and the VEM Officer.

665/16

EVENTS 2017/18

The VEM Manager reported that the next event will be the Soap Box Challenge and he was pleased that entries have now closed with a full start sheet of 15. He asked for volunteers to steward, marshal and work in the pit areas in the Market Square. Councillors Mrs B Canham, Mrs S Armes, J Newton and D Crawford all offered their selves to help. The VEM Officer thanked them and stated that over all the events held this year many helpers would be needed to come forward from all Town Councillors. He reported that the Ancient House Museum have pulled out of the May Day celebration as their staff have been informed they can only support events held in the Museum. The VEM Officer will contact schools to involve them in this day.

666/16

VEM EVENTS TEAM MEMBER RECRUITMENT

VEM Manager reported on the recruitment of an additional member of the VEM Team. He will be a good addition having excellent marketing, maintenance and IT/Social media skills.

667/16

ITEMS OF URGENT BUSINESS

a) MOBILE PHONE ARIALS ON COUNCIL BUILDINGS

The VEM Officer reported he had been approached by a mobile phone company who would be interested in using either St Peters or the Guildhall to erect a mobile phone aerial. These aerials would not be visible on ground level and if St Peters was used the company would repair the louvres in the tower which need replacing. The fee would be £7,000 p.a. It was agreed that the VEM Officer would obtain full details and this matter would be raised at Full Council.

668/16

PRESS RELEASES

To advertise the Soap Box Challenge on the 23rd April 2017.

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 March VEM Meeting.	VEM Chairman and the Town Clerk.	15/03/2017
The VEM Officer will investigate the best parking barrier system	VEM Officer	15/03/2017
Task & Finish Group to discuss all ideas to increase footfall at the Council venues.	VEM Officer	15/03/2017

APPENDIX 1 – AGENDA NUMBER 663/16 VEM – 2017/2018

PRIORITY 1 – VENUES

To ensure all our venues and open spaces are safe, secure and promoting best value for the benefit of Thetford residents.

AIMS/ACTIONS

1	Work within an agreed venues maintenance and health & safety budgeted plan.
2	VEM Committee to annually assess the venues hire fees.
3	Investigate and introduce stricter security measures for all TTC venues, staff and attendees.
4	To actively source funding opportunities to improve all TTC venues, namely St. Peters & Guildhall.

OUTCOMES

PRIORITY 2 – EVENTS

To develop and deliver an annual programme of events that is inclusive, exciting and engaging.

AIMS/ACTIONS

1	To deliver a programme of mini-festivals and event within 2017.
2	To develop partnerships to enhance the events programme.

3	To actively seek corporate sponsorship to underpin and enhance the events budget.
OUTCOMES	
PRIORITY 3 – MARKETS	
To value and promote our weekly Chartered Markets and introduce a programme of specialist markets.	
AIMS/ACTIONS	
1	To assess option of moving the weekly Market into the High Street environs and if beneficial create an action plan.
2	VEM committee to annually review the stall fees.
3	To create and implement a Markets web page within TTC Website.
4	Develop a number of specialist markets throughout 2017/2018 whether as TTC or in partnership.
OUTCOMES	