

MINUTES OF THE VENUES, EVENTS AND MARKETING
COMMITTEE HELD IN CARNEGIE ROOM, CAGE LANE, THETFORD,
ON WEDNESDAY 12th APRIL 2017 STARTING AT 01:00 P.M.

Present:

The Mayor, Councillor T J Jermy

Councillors:

Mrs S J Armes

Mrs B J Canham

C Harvey

Mrs. F. Robinson

Mr. M. Taylor

C R P Burnett

D M Crawford (Vice Chair)

Mrs J Hollis

Mr. M. Robinson (Chair)

Officers in attendance:

David Brooks VEM Officer

Joe Cunnell Events & Marketing Assistant

Karen Robinson Minutes

MINUTES

860/16 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

None.

861/16 APOLOGIES FOR ABSENCE AND NEW MEMBERS

Mr, S.N.H Wright, Mr. R. Brame, Mr. J. Newton

862/16 MINUTES

Resolved the minutes of the committee meeting held on the 15th March 2017, received by Full Council on the 28th March 2017, as a true record and signed/initialled by the Chairman.

863/16 ACTION POINTS

- Media Policy discussed as Agenda item 866/16.
- VEM Officer asked for investigation into costs of Carnegie Parking Barrier to being an ongoing item as gas works in and around Carnegie needed to be completed by service contractor before barrier works could be scheduled therefore any costs obtained now may not be indicative or accurate.
- Task & Finish Group to be discussed as agenda item 869/16.
- Use of Town Crest to be discussed as agenda item 870/16

864/16 HEALTH & SAFETY

VEM Manager gave an update on the recent replacement of the Carnegie main hall floor and the refurbishment of the toilets. All were nearing completion only minors 'snagging' to be completed. Overall very pleased with results and has met with initial positive comments from regular hirers.

Cllr. F. Robinson gave an update on a Carnegie 'walk round' visual inspection with Paul Deal, Deputy Venues Manager that had been conducted prior to the meeting. Some issues were reported about loose guttering on South side of Guildhall and loose paving slabs at the rear of the Carnegie building. VEM Manager agreed these items would be placed on works schedule as priority works.

Cllr. S. Armes also mentioned about some slippage of steps on the Library side of Carnegie, VEM Manager reported that this was part of a wider programme of works in conjunction with NCC to replace all paving around the Carnegie building.

865/16

BUDGET REVIEW

VEM Manager reported that end of year (Month 12 Accounts) was not available.

866/16

THETFORD TOWN COUNCIL MEDIA POLICY

Cllr. M. Robinson submitted a draft Media Policy for Councillors to comment. Good general discussion took place and agreed that main body of the document was acceptable, however it was suggested that more work need to be undertaken to determine the right context to allow Councillors to comment on direct questions from Constituents that may be reported as an individual Councillor opinion. A Task & Finish Group of Councillors M Robinson, T Jermy, Mrs B Canham, C Harvey and Mrs J Hollis was set up to review the Media Policy and report back at the May VEM Meeting. Cllr. D. Crawford proposed and Cllr. F. Robinson seconded:

RESOLVED: That the Policy was adapted and presented for final draft policy agreement at next VEM meeting 10th May 2017.

867/16

VEM TERMS OF REFERENCE

VEM Manager handed copies of proposed VEM Committee terms of reference for discussion.

Cllr. C. Harvey raised an objection to maximum limit of numbers of Councillors that could sit on VEM Committee; general consensus was agreement to removing any limit, the setting of a quorum was governed within TTC standing orders as a third of the Committee membership therefore would not affect proposed change.

Cllr. T. Jermy also requested that the designation of ten monthly meetings was amended to read: Ordinarily the VEM Committee will meet monthly at the dates and times published on the schedule of TTC meetings with the exception of the months August and December.

RESOLVED: Cllr. S. Armes proposed and seconded by Cllr. C. Harvey, that the amendments discussed and agreed were made to final Terms of Reference document and then adopted. All Councillors unanimously agreed in favour of the proposal.

868/16

EVENTS UPDATE

VEM Manager gave an update of the next TTC event which was the Soapbox Challenge and reported that three teams had withdrawn for various reasons. Although saddened by their withdrawal the VEM Manager was confident it would still be a successful event.

Cllrs. F. Robinson & T. Jermy both questioned the level of publicity for the event and expressed it was poor.

VEM Manager disagreed and reported that Joe Cunnell Events & Marketing Assistant was working hard on a final week's social media campaign to promote the event and results seemed encouraging. He also requested that all Councillors should like/share the posts to ensure widest possible reach.

VEM Manager also called on Councillors for volunteers to assist with the event and forthcoming events, Cllrs. S. Armes, B. Canham and J. Hollis all volunteered their assistance. Mayor Cllr. T. Jermy would also be in attendance as part of Mayoral duties.

Cllr. M. Robinson proposed that the VEM Officer and the Events & Marketing Assistant draft an Events Marketing Plan going forward designed around three monthly blocks to ensure success of all future events.

Action point: VEM Manager and Events & Marketing Assistant to present marketing strategy for the two upcoming events after Soapbox challenge.

869/16

INCOME GENERATION TASK GROUP

Councillor Mrs S Armes gave an update from Income Generation Task Group. It was agreed for the Task Group to initially meet monthly and address and target specific possibilities.

To find ways to improve the weekly markets was the first challenge addressed.

It was agreed that the VEM Manager to pursue a possible partnership working with the group that had successfully developed a Craft Fair event held monthly in the Guildhall to also take some TTC gazebo space to improve the market offer in the short term.

It was agreed that as with previous Night Markets the great social experience generated through that type of Market concept can improve and attract more stallholders and public footfall.

VEM Manager reported that they were also working together on a 'Spring into Summer Fayre' scheduled for Sunday 28th May 2017 which would be an late morning/afternoon event held on the Market Place that would include live music, speciality food vendors, craft and specialist stalls all the successful elements of the Night Markets.

It was also agreed that in the initial months the Market would stay in the Market Place location, and address three specific areas;

1. To work with the Crafters to attract new stallholders at the Saturday market.
2. Investigate and report back to VEM whether reconfiguring of the current stalls to create a more social and ambient space could be implemented.
3. To introduce music and an area for food vendors to develop the Market as more of an attraction to visit.

870/16

USE OF THE TOWN CREST

VEM Chair reported that time constraints had not allowed the guidelines to be formalised for agreement, however a general discussion as to the elements that must be addressed to produce the final document.

The Town Crest that would be applied for use is the same as used by TTC on formal stationary and website.

There would be an approved monochrome version that would be more easily replicated for Club/Group badges that could be used.

Clubs/Groups that could apply must be Thetford based, be fully constituted and make formal application to the Civic Committee for permission to use.

871/16

ITEMS OF URGENT BUSINESS

At the discretion of the Town Clerk to table urgent business for discussion or information only. Any item is to be on an urgent operational matter.

BDC had requested a free use of the Carnegie Room in support of a District wide series of Jobs Fairs in the four Breckland market towns.

VEM Manager reported that the date requested is 26th September 2017 and is free. He also reported that a recent Jobs Fair that was held in the Carnegie in conjunction with BDC and Thetford Jobs Centre was very successful and very well attended by Business representatives and prospective employees,

**RESOLVED: Cllr. T. Jermy proposed and Cllr. B. Canham seconded that we agree to offer the 26th September free to use for a Jobs Fair delivered in partnership with BDC and Thetford Jobs Centre.
All Councillors unanimously agreed in favour.**

872/16

PRESS RELEASES

Cllr S. Armes suggested a Soapbox Challenge press release.

Cllr. B. Canham suggested a press release on recent Carnegie Refurbishments.

873/16

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.

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	10/05/2017
To present marketing strategy for the two upcoming events after Soapbox challenge and to produce an Events Marketing Plan going forward designed around three monthly blocks to ensure success of all future events	VEM Officer and Events & Marketing Assistant.	10/05/2017