

MINUTES OF THE VENUES, EVENTS AND MARKETING
COMMITTEE HELD IN THE COUNCIL CHAMBER, KING'S HOUSE,
THETFORD, ON WEDNESDAY 13th FEBRUARY 2019 STARTING AT 1.00 a.m.

Present:

The Mayor, Councillor R F W Brame

Councillors:

M P Brindle

B J Canham

C Harvey

M.S Robinson (Vice Chair)

C P R Burnett

D M Crawford

J Hollis (Chair)

Also in attendance:

Councillor M Taylor – non-voting councillor

Officers in attendance:

David Brooks

Chris Crimmen

VEM Officer

Committee Secretary

MINUTES

- 699/18 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 700/18 APOLOGIES FOR ABSENCE
Apologies were received from Councillors S J Armes, F Robinson and S N H Wright.
- 701/18 MINUTES
RESOLVED: The minutes of the Committee meeting held on 16th January 2019, received by Full Council, 29th January 2019 as a true record and signed/initialed by the Committee Chairman.
- 702/18 ACTION POINTS
The Chairman reviewed the action points:
• The Digital Media will be discussed under agenda item 708/18.
- 703/18 HEALTH & SAFETY
Councillor C. Harvey provided an update on the recent H&S Consultant inspections stated he was pleased with all points covered.
- 704/18 VENUES WORKS SCHEDULE:
The VEM Officer reported all works are up to date.
- 705/18 VEM ENVIRONMENTAL POLICY:
Councillor J Hollis reported that the Environmental, Health and Safety Policy Statement had been circulated which needs to be discussed and expanded to make savings on the Town Councils carbon footprint. Various suggestions were made and discussed and it was agreed that all Councillors would email the chair by the end of this month with their ideas and suggestions to eliminate risks to the environment and will be added to next months agenda.

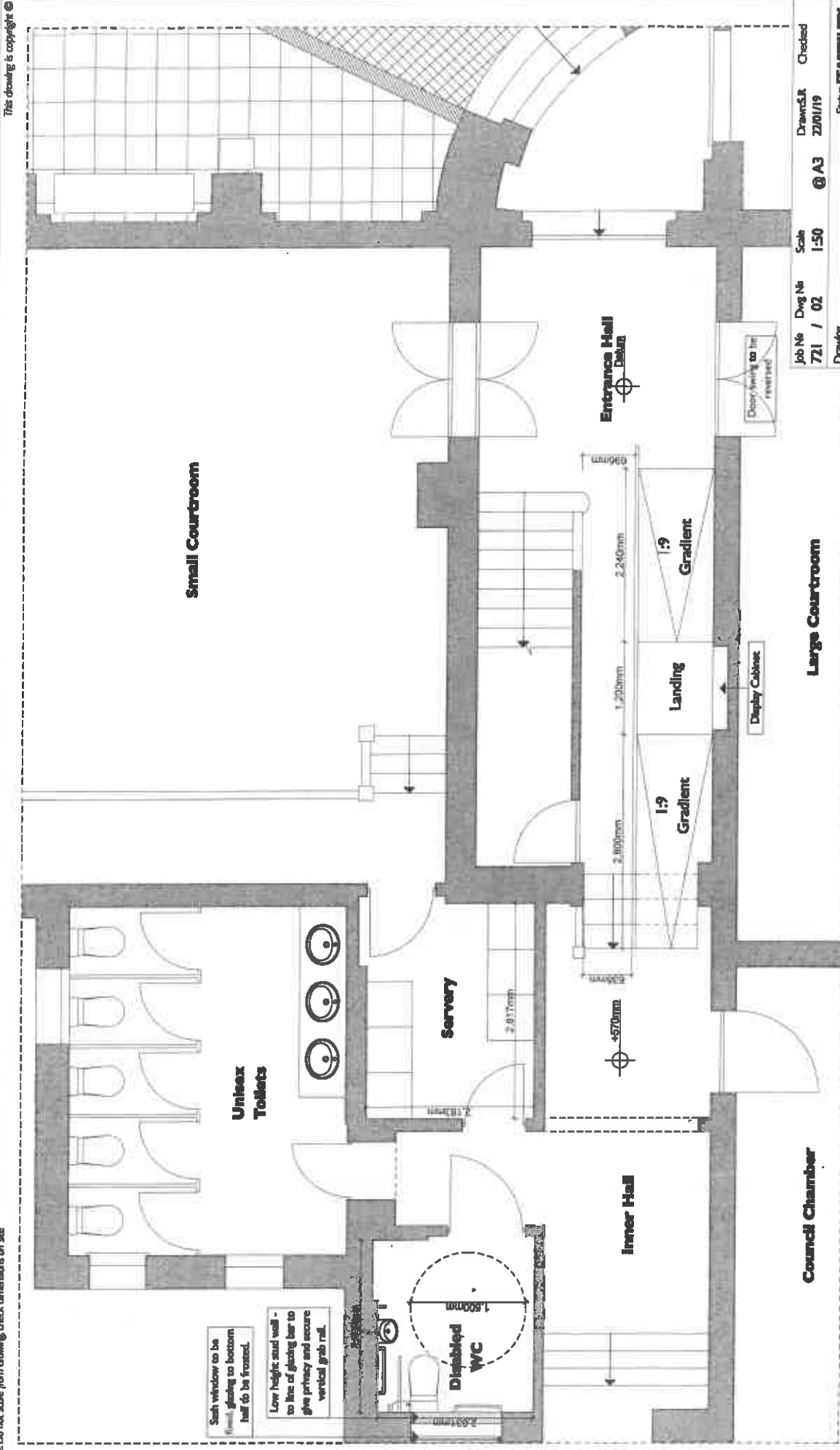
- 706/18 **GUILDHALL FEASIBILITY STUDY REPORT:**
 The Committee recommendation to Council in the January meeting "RECOMMENDATION: That Thetford Town Council adopt Layout Option 2 (pages 19 & 23) Cost £67,100 excluding VAT." was referred back to Committee to clarify where the funding should come from for Layout Option 2 and revisit the inside of Layout 2 and consider any safeguarding issues of a multi gender use of toilet facilities.
 After a discussion B Canham proposed and Councillor C Harvey seconded:
RECOMMENDATION: That Thetford Town Council adopt the revised layout (see Appendix A) at a budgeted cost of £61,500. This work will be dependent on achieving a Heritage Lottery Fund Grant for the Guildhall.
 He reported that together with the Town Clerk, the Deputy Town Clerk and Councillor S Wright he had a meeting with an Officer from the National HLF who provided the Council with a number of considerations to improve our bid which will be submitted in March and hopefully will have an answer under the new application guidelines within 12 weeks.
- 707/18 **EVENTS**
 The VEM officer updated the Committee on forthcoming events.
- LIVE @ the Carnegie – TTC Events
 - Soapbox Challenge – Sunday 26 May
 - The River Day – Saturday 20 July
 - Heritage Open Days – 13/14 September & 21/22 September
- 708/18 **DIGITAL MEDIA**
 The Committee had received a report from a VEM Officer (see Appendix B). There followed a discussion and Councillor B Canham proposed and Councillor D Crawford seconded:
RESOLVED: That Thetford Town Council purchase a 43 inch touch screen digital monitor to be installed in the Carnegie reception at a cost of £2,612 inclusive of VAT. The money to be taken from the Marketing and Communications reserve (Nominal Code 3134).
- 709/18 **TASK & FINISH GROUP - INCOME GENERATION**
 Councillor M. Robinson reported on a very productive meeting on 8th February 2019 with Councillors J Hollis, B Canham and the VEM Officer. They concentrated on two main areas:
- Thetford Town Council events
 - Guildhall Tea rooms
- The Committee will now concentrate on identifying key income generation from these two areas. The Task & Finish group will meet again prior to the March committee meeting.
- 710/18 **BUDGET REVIEW**
 The councillors reviewed monthly VEM Budget and the Officer reported that this year there has been an increase in non- bar events leading to a lower event bar income. However there are several bar events before the end of the financial year which will lift these figures.
- 711/18 **COMMITTEE OFFICERS UPDATE**
 None.
- 712/18 **COMMUNITY ENGAGEMENT**
 None.

ACTION POINT	BY WHOM	BY WHEN
Councillors would email the chair by the end of this month with their ideas and suggestions to eliminate risks to the environment.	All Councillors	28/02/2019

Chairman.

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Note: Do not scale from drawing, check dimensions on site

South window to be fixed, glazing to bottom half to be frosted.

Low height stud wall - to line of glazing bar to give privacy and secure vertical grab rail.

Job No	Dwg No	Scale	Drawn/R	Checked
721 / 02	@ A3	1:50	22/01/19	
Drawing Status: FEASIBILITY				
Internal Toilet Reordering and Disabled Access Improvements				
Rev				
G.W Stanforth Trust				
Guildhall Internal Improvements, Guildhall Theford				
Nicholas Warns Architect Ltd.				
64 Bishoppate Norwich, NR1 4AA Tel: 01 603 62056				
www.nicholaswarns.com email: info@nicholaswarns.com				

Concept A, Ground Floor Plan 1:50



Appendix B – Minute Number 708/18

Digital Monitor Report:

The concept of Thetford Town Council using Digital Media monitors was first introduced at the VEM meeting on 14th November 2018 by Cllr. John Newton. Both Cllr. Newton and the VEM Officer visited a specialist Digital Media company in Ely to explore the options that might be available to the Town Council to further improve its marketing and promotion outreach into the local Community.

Cllr. Newton was very keen to understand the costs of installing both exterior & interior Digital Monitors to advertise events provide information and engage with the Community through interactive surveys and consultation.

In the interim period Cllr. Newton has sadly passed away, and I was instructed after a briefing in VEM meeting on 12 January 2019 to provide secure comparative quotes and a proposal to firstly install the internal monitor in the Carnegie and then after an initial trial period and analysis, to explore the wider costs to install two external Digital Totems within selected locations in the Town Centre. The additional issues for the latter however would primarily be power supply; although production and technology has advanced so reduces risk of vandalism and internet connectivity would be through the 'cloud' link.

Rationale:

Why would we want to install digital monitors?

As part of any comprehensive marketing strategy it would be expected to keep abreast of technological advances, and also to understand medium to long term savings by reducing costs – using more traditional methods.

In the VEM January 2019 meeting it was agreed and set as one its three priorities for year 2019/20;

“To deliver a comprehensive marketing and communication plan whilst reducing regular costs”.

So is there a place for Digital Marketing and Advertising Monitors within TTC marketing plan?

Any decision needs to be made based on whether we can agree on three key areas;

1. Does it provide an improved platform to market/advertise our events/activities?
2. Is it cost effective within the approved budget 2019/20?
3. In delivering the priority above will it also help reduce regular costs?

The marketing plan also needs to try and negate, as far as we can, the perennial response from public feedback around events and activities;

- ***“We did not know anything about it?”***

- ***“Where and when was it advertised?”***
- ***“We would have loved to attend if only we knew that it was going on”***

We can never fully engage with everyone, even if we embrace all new media technology, but we do need to greatly improve our approach and success in this area, therefore we should investigate any opportunities that may assist us with our objective.

I believe the use of Digital Monitors is a huge resource that is available to us within our budget and also will allow us to exploit the advantages this medium affords without the need for additional staffing whilst reducing some of the traditional costs from the current marketing budget.

Example:

We have 6 x A1 A-frames that we could use to advertise upcoming events etc.

A1 Poster production with our current preferred supplier cost £14 per poster that is 12 posters per event marketing.

We have four key TTC signature events per year and have also discussed in the recent Task & Finish group to explore delivering a number of TTC events within the venues as well, which would also have to be promoted.....therefore it is quite feasible that we could require a minimum of 12 monthly production runs of 12 A1 posters - just to advertise in 6 locations (12 posters) – total cost would be;

- **12 x A1 Posters @ £14 per = £168.**

Multiply this production run cost by a further 12 concept posters advertising that month's focus on forthcoming events the annual cost = **£2,106.**

Our approved forecast budget for Marketing in this area (Newsletters, Publications, Advertising, Posters etc.) = **£3642.**

That's roughly 58% of our overall budget.

Therefore is that good value?

The poster cost is competitive and we have sourced other alternative costs, I would suggest there should be a continuation of some of the production of traditional posters as we need to cover all the 'bases', but clearly we could see a saving.

Do posters tell the story?

Posters can be impactful, but what attracts some people might turn off others.

Within a comprehensive approach to marketing I believe traditional poster production still has a place within the Marketing plan as they capture an element of the public we wish to engage with.

However we clearly want to further develop our ability to use technology to capture and develop a core and loyal audience base..... use of social media will be improved with help of new recruit Tom Scott, and with the option of exploiting the use of digital monitors these appeal to both 'techies' & 'technophobes' as the format is rooted in traditional style advertising.

What are the advantages for Digital Monitors?

After the initial purchase and installation costs this is an excellent way to regularly change our messages and event offers with very limited demands on staff time or budget costs.

We should concentrate on staged installations, the first should be within the entrance of the Carnegie; now our main Town Council administrative office and reception and this would allow us within the current budget to assess all the advantages that the Digital system will afford and then take a more informed judgement as to whether this would transfer to exterior locations.

The external locations as already mentioned would need to comply with planning approvals and may also have to have electricity supply connected. There are two locations that seem the obvious, as we manage or own the land, and that is the Market Place & Kings Square, the latter already having electricity supply, the former we would need to address taking supply to the ideal site around the Market Place.

Unlike the traditional poster A-boards and display cabinets, Digital Monitors can have scrolling posters that therefore can reduce costs, as well as provide a clearer focus for each event rather than dilute the impact with trying to get a multi-event poster to maximise the benefit of a finite number of locations –v- numbers of events.

In addition there is also the opportunity to upload advertising to generate a small income to at least offset some of the costs which primarily are additional power costs.

Another advantage of installing the first monitor in the Carnegie is that connectivity can easily be extended to other areas of the buildings, i.e. Carnegie Bar and Guildhall Tea Room with additional smaller monitors, both these areas are already linked through to the CCTV operation therefore infrastructure is already in place to accommodate additional cabled links to Guildhall.

It should be understood that much of the information and functionality is already on the TTC website therefore would already be available for upload onto the system. The Report IT feature, the venues booking system and purchasing tickets via the box office for example would be a very useful and improve the service afforded to the visiting members of the public/venue attendees outside normal opening times which are Monday-Friday 10am-4pm.

Budget 2018/19:

	Total Budget	Current Balance
M&C Reserve	£2,000.00	£2,000.00
Newsletters	£1700.00	£1,041.50
	Total =	£3,041.50

We did transfer £2,000 to reserves from an M&C underspend last year which is still available for use and we currently have £1041.50 budget to spend on Newsletter & Publications.

I would then advocate that we then seek additional funding for possible external freestanding monitors located at two sites during 2019/20 this would at the current price be at £11,542 for both (£5771 each).

Officer's recommendation:

We should accept Quote 1 (see below) to install in the first instance a 43" Touch Screen Digital monitor at the Carnegie Reception.

Then propose an action to;

- 1: Investigate planning consent for two external freestanding monitors at locations within the Town Centre.
- 2: Investigate, cost and resolve any ancillary issues that may occur with identified locations, i.e. power supply.
- 3: Source potential funding opportunities that could support purchase and firm up final costs to install within/by end of year 2019/20.

Internal monitor costs please see Quote comparison below:



DIGITAL MEDIA					
<ul style="list-style-type: none"> • 43" Digital marketing monitor. • Touch screen option. • Tablet style. • Seamless transition between screen digital poster function to touch screen interactive options. 					
QUOTE 1		QUOTE 2		QUOTE 3	
Monitor Cost	£2047.00	Monitor Cost	£2278	Monitor Cost	£2297.
Touch Screen Licence	£ 130	Touch screen Licence	£ 130	Touch screen Licence	£130.
Included	Includes Windows & Office	Included	Free support (lifetime)	Included	
Supply DELL micro	Included in	Additional	£150	Additional	£150

	above Monitor cost	Ethernet data point		Ethernet data point	
Deliver	£ 2177.00		£ 2558.00		£ 2577.00
VAT	£ 435.40		£ 511.60		£ 515.40
TOTAL =	£ 2612.40		£ 3069.60		£ 3092.40

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