



## VENUES EVENTS & MARKETING COMMITTEE

Wednesday 14<sup>th</sup> April 2021, starting at 1pm.

### AGENDA

#### DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS

To receive any declarations of interest.

#### APOLOGIES FOR ABSENCE

To receive apologies.

#### MINUTES

**RESOLVED:** The minutes of the Committee's meeting held on 10<sup>th</sup> March 2021 received by Full Council on 30<sup>th</sup> March 2021 be confirmed as a true record and signed/initialled by the Committee Chairman.

**Decision Required:** To agree the accuracy of minutes.

**Lead:** Minute Secretary

#### ACTIONS FROM PREVIOUS MEETING

- To receive a report on the Global Key Dates Calendar.

**Decision Required:** Key dates to be adopted.

**Lead:** VEM Officer

- To receive update on action point re: production of rotunda posters.

**Decision Required:** None.

**Lead:** VEM Officer

#### **Global Date Calendar**

We again have had very little response from Councillors to the extended deadline to receive suggestions for submissions to create a TTC global calendar of dates that we may support, observe and highlight. Therefore, I do not think this is something that Councillors have the appetite to pursue.

However, the Chair has drafted a calendar (circulated) of events that could be agreed, and these dates are suggested as flag raising events.

Two points to raise we would have to purchase some of the flags that have been highlighted and secondly as these are 'events' that required scheduled staff to facilitate them and potentially Councillors to formally support the, I would suggest as many will be in next year's calendar that this should be a recommendation to the new Heritage & Town Events committee to also consider.

Flag Raising Days/Event	Date	Flag	Website/notes
International Holocaust Remembrance Day	27 <sup>th</sup> January		<a href="https://unesco.org">International Holocaust Remembrance Day 2021 (unesco.org)</a> Fly flag at half mast
Thomas Paine birthday	9 <sup>th</sup> February		
St David Day	1 <sup>st</sup> March		
Commonwealth Day	2 <sup>nd</sup> Monday in March		<a href="https://thecommonwealth.org/commonwealth-day">https://thecommonwealth.org/commonwealth-day</a>
International Women's Day	8 <sup>th</sup> March	 International Women's Day	
St Patrick Day	17 <sup>th</sup> March		
H.M. Queen birthday	21 <sup>st</sup> April		
St George Day	23 <sup>rd</sup> April		
VE DAY	8 <sup>th</sup> May		
Armed Forces Day	Last Saturday in June		<a href="https://www.armedforcesday.org.uk/">https://www.armedforcesday.org.uk/</a>
UK Pride 2021	23 <sup>rd</sup> – 25 <sup>th</sup> July		
Norfolk Day	Last weekend in July		

VJ DAY	15 <sup>th</sup> August		
Maharajah Duleep Singh Birthday	6 <sup>th</sup> September		
Battle of Britain Day	15 <sup>th</sup> September		
Dr. Allan Glayser Minns birthday	19 <sup>th</sup> October		<i>Birthdate – 1<sup>st</sup> Black Mayor ties into Black History Month</i>
Remembrance Day	Yearly 11 November Services on the nearest Sunday		<a href="https://www.britishlegion.org.uk/get-involved/remembrance">https://www.britishlegion.org.uk/get-involved/remembrance</a>
White Ribbon Day	Yearly 25 November		<a href="https://www.whiteribbon.org.uk/news/2020/8/31/white-ribbon-day-is-25-november-2020">https://www.whiteribbon.org.uk/news/2020/8/31/white-ribbon-day-is-25-november-2020</a>
<b>HRH Prince Charles birthday</b>	14 <sup>th</sup> November		
<i>St Andrew</i>	30 <sup>th</sup> November		

One of the three Councillors that did respond by the agreed deadline date, thought we formally have agreed and covered the most pertinent dates in the calendar and support for any more would be generate negligible support from the public.

I understood within the original discussion tabled by Cllr. Harvey back in February, suggested that we would agree a number of other significant dates that may just require the Town Council to formally observe in other ways than an event or a parade.

This can be achieved in many ways. It could be as simple as highlighting our support on our social media channels and website – World Mental Health Day for example could be one such date that the Town Council accepts is an extremely important area of public health and wellbeing that the Town Council are pleased and keen to support and help spread awareness; we could then go on to identify and highlight all the excellent groups and organisations that locally can help our residents that may need support, also to highlight ways in which people can boost their own wellbeing just by enjoying some of the green and woodland spaces we have in the area and again highlight some of the walks that families and individuals may enjoy.

We already have the Civic list events:

- Commonwealth Day
- Mayor Making
- Armed Forces Day
- FEEPOW
- Battle of Britain
- Remembrance Sunday

Holocaust Day has been suggested, and Committee do already consider those one off celebratory and commemorative events to determine the level of TTC support, such as past Queens Jubilee events and last year's VE & VJ Days albeit not in the normal way we would have due to the Covid pandemic.

### **Summary:**

I would suggest that to further this matter the committee delegate support to Officers, to sensibly select days that warrant Local, National & International recognition as the example above highlights World Mental Health Day – these could be brought to a committee the previous month if committee wanted to be kept involved in some way shape or form.

In terms of observing dates that can be considered fun or not necessarily in the same category as World Mental Health day, such as April Fool's Day or Halloween; these are dates that will be used simply as part of the Communications strategy to drive traffic to our website and social media sites. A sensible and respectful approach still must be taken by Council staff, otherwise as one councillor suggested we could take this to the extreme and include dates in this category for almost every day of the year. But as a strategy it could work and also allow the Council to engage with our residents in a different way.

Again, Councillors can be reassured that they would have an element of long-term control as these 'push' publication mediums would be included in the monthly Marketing report with references to performance.

### **Rotunda Posters**

The ones that are currently in the Rotunda are there as a short term fix, as places re-open we will undoubtedly get responses from those attractions that we want to highlight with up-to-date information, therefore rather than produce A2 fillers and then have to re-produce in a short space of time we went with A3 alternatives.

We are now receiving event posters, have created some of our own for our events so the rotunda will fill up over the forthcoming weeks and it at this point we will get produced the A2 sized posters to use when we have an empty window.

### **MARKETING REPORT**

**To provide an update for April 2021.**

**Decision Required:** None

**Lead:** Venues & Hospitality Coordinator

### **ACTIONS**

#### **Video Projects**

Video production projects have re-commenced with local businesses and community groups again. The most recent being a video with a local fitness instructor, who worked with us to explain how to use the recently installed Trim Trail equipment at Castle Park and also to re-enforce the basic rules of use, i.e., persons over 1.4m in height and additional personal health safety messages.

We are looking at further opportunities to promote other local businesses who may not have the traditional shopfront but have a local business, this could also be a good use of the Podcast project within the Media Suite.

### **Media Suite Completion**

The workstation for the media suite has arrived and been set up.

This room is now prepared and ready for use and will be utilized in the run up to and when the Guildhall reopens.

### **Rotunda Posters**

The Rotunda posters have been finished, and we have begun using the Rotunda to display posters from the council and surrounding third parties. All that remains is to finalise the filler poster designs, so they can be made into A2 boards.

## **EVENT/PROJECTS MARKETING CAMPAIGNS (March 2021)**

### **Thetford Talent Show**

We are currently halfway through the application period for the Talent Show.

As expected, current entrant numbers are low, but with event projects like these the numbers usually increase dramatically in the last week, however we continue to promote the 'call to action' to be part of the event.

The remaining schedule is as follows.

- Applications close end of April, all applications immediately posted on Facebook page for voting 1<sup>st</sup> May.
- Short videos highlighting every application will go out during the following week.
- Voting closes May 14<sup>th</sup>, Top X entries qualify for final event, held in-person at The Carnegie.
- Final event will happen Friday 30<sup>th</sup> July.

I am in the process of looking for sponsors to support the event.

### **Then & Now**

The 'Then & Now' Facebook project took a short break but is now back to running as a weekly update.

Unfortunately, we do not have an abundance of old pictures of the town, but area we can pursue to extend this campaign when we near the end of our resources is to call on members of the public to share their old photos. This is something that always sparks local interest and engagement. We have possibly enough content to continue through to the proposed reopening of the Guildhall, which is when we can then make the switch to the public submissions as part of the overall celebration of local Heritage which is one of the objectives of the Guildhall Heritage Hub and the role of the Heritage & Evens Officer.

### **Thetford Trim Trail**

The Trim Trail at Castle Park was recently installed, and as result, we have been working on marketing that installation, and how best to use it. The initial announcement that was published received widespread praise for its construction.

We also released a guide video with a local instructor as mentioned above. This has again been positively received and been a very useful 'how to' video as quite often people are intimidated by these machines especially as they are within a public open space.

We also used this video to display other disclaimers, such as making sure to sanitise equipment/themselves before and after use, as well as outlining that children should not use this equipment.

## **MONTHLY OBSERVATIONS**

The highest rated post of the month came from the announcement of the Trim Trail.

Reaching over 11k views and 2.5k interactions. This post was also shared over 30 times and a lot of comments.

On the same topic, the video tutorial post has currently received over 3k views and 1.6k interactions with over 55 shares.

Our next highest post comes from The Carnegie's Facebook page, posted by the VEM team after tidying around the murals and parking area between The Carnegie and The Guildhall. This post received over 9.3k views and over 1k interactions. Amusingly, it seems the actual intent of the post was confused by a lot of people, as many of the comments suggested that they think we were volunteers rather than staff.

The highest post from the Mayor of Thetford page came shortly after the last meeting. Where a short post commemorating Mother's Day was published, and this post reached 5.7k views.

It is also worth noting that – over the course of that week – This page had 7 different posts which gained over 3k views.

I last mentioned this during January's monthly report, where I mentioned we were receiving consistent posts with over 1000 views, I suggested that this may have been caused by seasonal Christmas posts which always spike people's interest, however, I am pleased to report that these consistently high figures have remained over subsequent months.

We have three main Social Media pages all providing more consistent and successful posts than before.

I believe our overall content has been of a higher standard, is reflective of the increased activity delivered across the breadth of the Council and that this comes from the fact that we have been consistently using our social media channels through more focused campaigns.

Albeit the last year has been so destructive to families and our normal lives, one area it has allowed us to explore and utilize our media channels more effectively through necessity to communicate. There have been valuable skills improved over this period and will stand us in good stead for when the venues do re-open, we can more effectively market of activities and events more effectively and successfully.

## **UPCOMING PROJECTS/CAMPAIGN**

### **Guildhall Website Launch**

The Guildhall web pages are nearly complete, one of the drawbacks has been to create up to date content of the venue and rooms settings has needed completion of the internal and external of the Guildhall.

This is nearing completion and many of the rooms are at final stages of setting up furniture and displays. Once we are able, we will engage the services of a professional photographer to assist us in showcasing the venue in its best possible light.

The Carnegie as you are aware has also seen some improvements over the last year and again imagery for that site will also be updated.

### **Venue Bookings & Events**

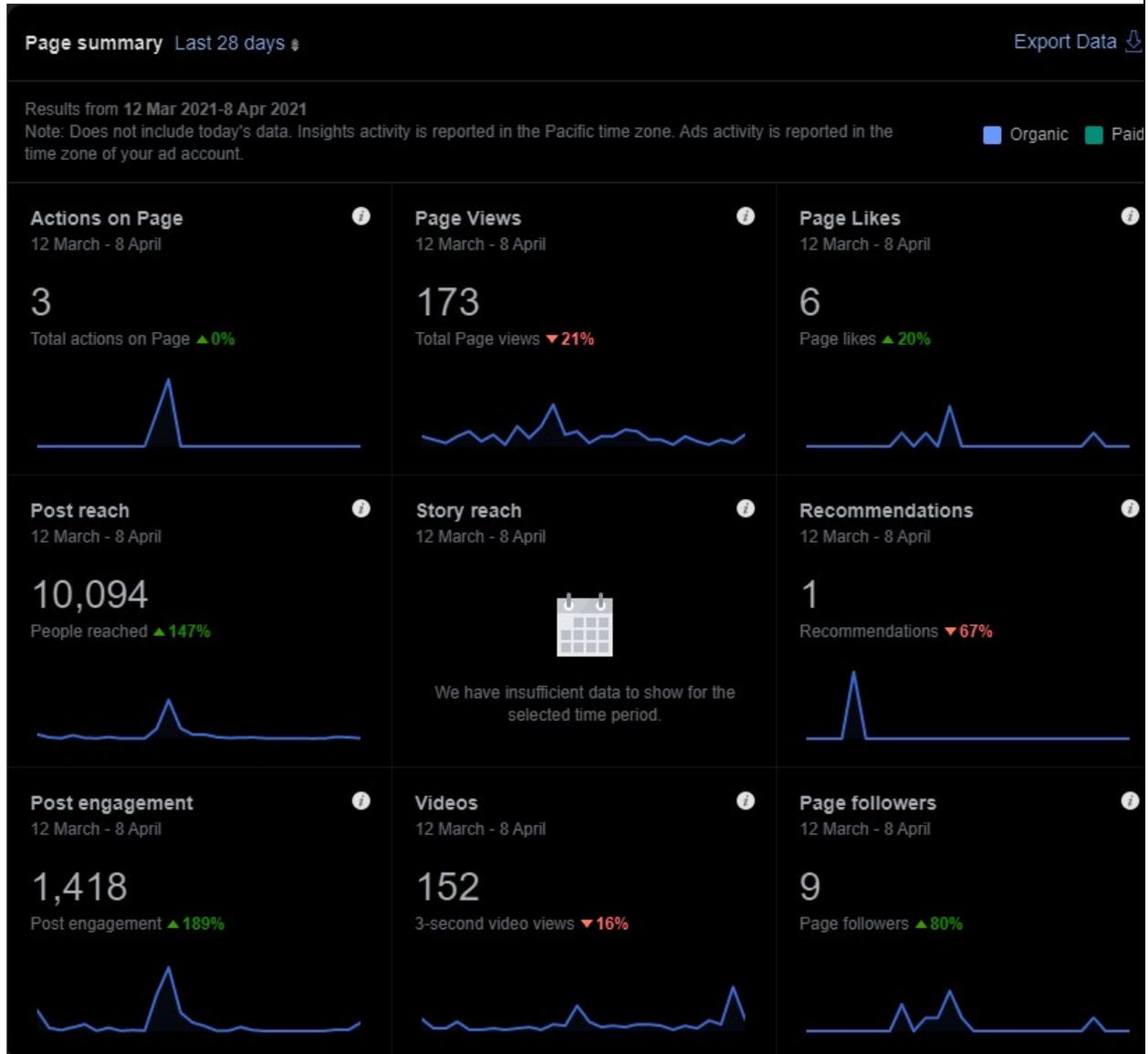
As a result of the Government step 1-4 'back to normal' schedule the reopening of the Carnegie can happen in steps 3 & 4 at varying levels of delivery. What this has achieved is stimulating the first raft of bookings and these look particularly positive going forward.

Therefore, there are a number of marketing campaigns planned in the forthcoming weeks to support both our users' events, but also some of our planned events.

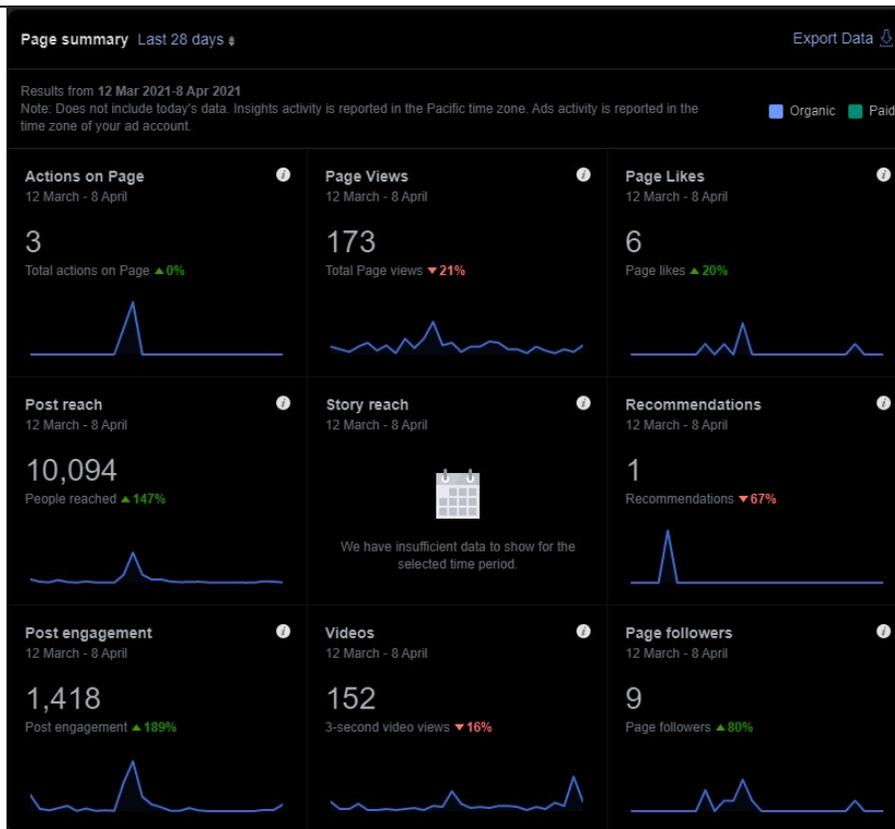
We are already posting event posters in our sites and will start to create our quarterly events flyers once again and the countdown begins to the launch of the Podcast programming.

## SOCIAL MEDIA DATA

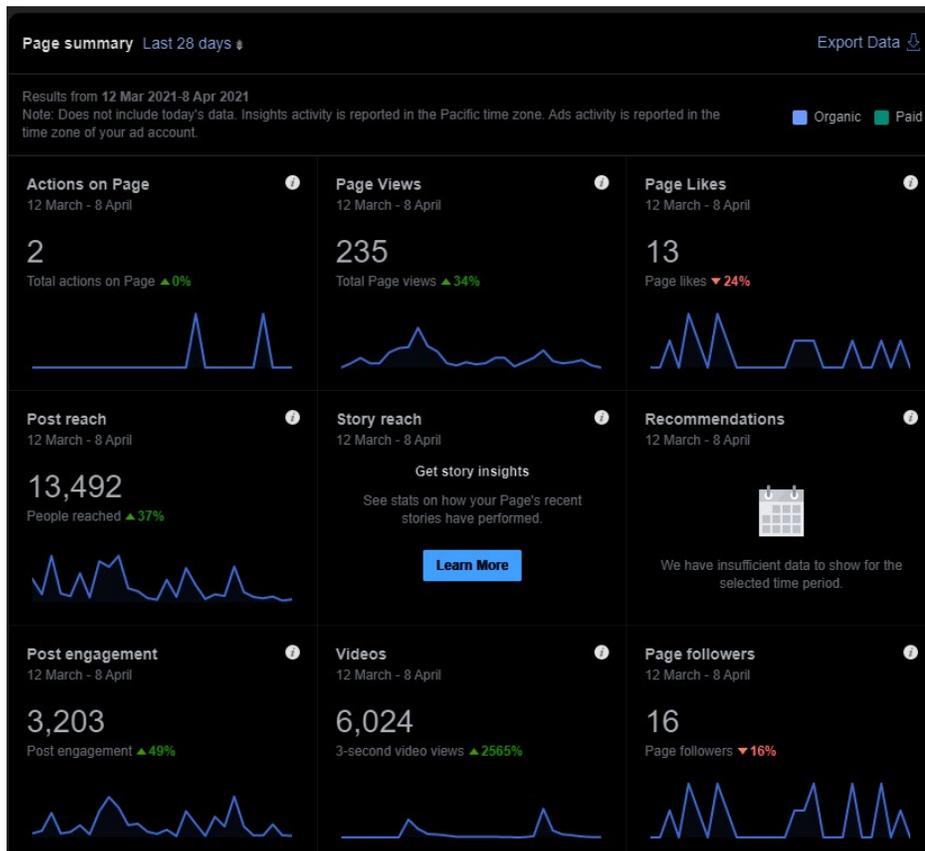
### Theftford Town Council Facebook



### The Carnegie Facebook



## Mayor of Thetford Facebook



### TO REVIEW COMMITTEE TERMS OF REFERENCE

To review current Committees Terms of Reference to reflect increased responsibilities of the change of Committee to Venues & Communications committee.

**Decision Required: Resolution:** To approve changes to Committee terms of reference.

**Lead:** Chairman

The current terms of reference have been circulated prior to this meeting to provide a starting point for discussion.

We have to review what our terms of reference will be going forward once the Committee is reformed after Mayor Making under Venues & Communications.

This committee will have lost the responsibility for Town Events but has taken control of the internal and external repairs and upkeep of the venues and also the use and future development of the Market Place.

## **VENUES & COMMUNICATIONS COMMITTEE TERMS OF REFERENCE**

### **MEMBERSHIP**

- The Venues and Communications committee is constituted as a Standing Committee of Thetford Town Council.
- Election of Chair and Vice Chair will be agreed on an annual basis at the first Committee meeting within agreed annual calendar of meetings.
- The membership of the committee will be current elected Town Councillors as voting members, with, no less than three members of committee needed to constitute quorate.
- The Committee will meet on.
  - i. 9 June 2021.
  - ii. 14 July 2021.
  - iii. 8 September 2021
  - iv. 13 October 2021.
  - v. 10 November 2021.
  - vi. 12 January 2022.
  - vii. 9 February 2022.
  - viii. 9 March 2022.
  - ix. 13 April 2022.
- The Committee can meet on an agreed date to discuss and approve urgent matters outside the normal meeting calendar as per Town Council Standing Orders.

### **PURPOSE OF THE COMMITTEE**

- To consider and make decisions on any matters affecting the responsibilities of committee approved and delegated by Town Council.

### **ROLE OF CHAIRPERSON**

- To set and agree Committee agendas in conjunction with Committee Officer.
- To agree and approve accuracy of Committee minutes with Committee Officer.

### **ROLE OF COMMITTEE OFFICER**

- In conjunction with Chairperson set and agree Committee agendas.
- In conjunction with Chairperson agree accuracy of Committee minutes for submission to Town Council for approval.

- To work closely with Chairperson to support and provide relevant documentation to the committee.
- To work with the Chairperson of the Committee to respond to correspondence.
- To work with Chairperson to promote the work of the Committee and disseminate through approved media channels as per policy and standing orders.
- To discharge and oversee the operational duties pertaining to the work and responsibilities of the Committee.
- To carry out any other delegated responsibilities agreed by Committee.

#### **ROLE OF COMMITTEE SECRETARY**

- To prepare agenda, and minutes and ensure that these are circulated according to standing orders.
- To work closely with the Chairperson and Committee Officer ensuring that all necessary support is provided for Committee meetings.

#### **RESPONSIBILITIES OF COMMITTEE**

- To review and agree annually the Committee budget and make recommendations to Town Council for approval.
- To make recommendations to the Council on the formulation of any policy or strategy in relation to the discharge of the Committees duties.
- To review the agreed monthly V&C committee budget.
- To make recommendations to Town Council for additional funds outside approved Budget.
- To approve and resolve any recommendations to use designated Reserve Funds specific to the responsibilities of the Committee.
- To discharge the Health & Safety responsibilities of the Committee, any actions agreed resultant of periodic inspections and to agreed reviews of risk assessments and working practices designated by Town Council Policy.
- To discharge its commitment to upkeep of the venue buildings internal and external repair.
- To review and agree annually fees for Venues hire and Market tolls.
- To review and agree the Town Councils communications strategy which ensures, enables and explores all opportunities to improve engagement with its community and maximise promotion of the Town.
- To discharge any responsibilities that have been deemed within the Delegated Powers of the Committee, namely.
  - i. To continually explore and develop new commercial revenue opportunities that can benefit the Town Council.
  - ii. To deliver services that can provide additional financial benefit to Town Council, such as (but not exhaustive of).
    - Sessional hire of venue space

- Delivery of a venue-based events programme within a maximum risk of £2,000 per single event and a total cost of £5,000 for all events, within overall agreed budget.
- Venue and outdoor events bar & catering services
- Advertising and sponsorship
- Weekly and specialist markets

- To assist all Town Council committees to promote their work in line with Town Council media and communications policy.

## **GUILDHALL OPERATIONAL & RE-OPENING PLAN**

**To receive update.**

**Decision required:** To receive plan presented.

**Lead:** VEM Officer

### **Contractors Works Schedule:**

#### **Internal Works:**

The 'snagging list' which is minimal now, will be completed by end of April as stated in contract.

#### **External Works**

We have had several setbacks on this stage of the overall works, activity on site has been minimal recently which has been put down to impact of positive Covid test on staff levels, a delay in the York stone deliveries etc.

However, time is of the essence and we do need to be confident that we can complete works before our desired re-opening date of 21<sup>st</sup> June 2021.

Site meetings are being called for this week, and alternatives are being sort to complete works if necessary.

If the current contractors schedule is to be realised then we will groundworks, York stone slabs and re-installation of the bollards and kerbing should be completed by 4<sup>th</sup> May and the handrails should be installed by 14<sup>th</sup> May.

#### **Internal Clean Up and re-dressing of rooms**

This element of the schedule will be conducted from 4<sup>th</sup> May – 22 May 2021.

#### **Interpretation Displays**

These will be installed through various suppliers & contractors from 4<sup>th</sup> May – 28<sup>th</sup> May.

Meetings have been set up with our Sikh partners to further a critical area which is the Singh Room (former Guildhall Council Chamber).

The Guildhall Gallery have a less impactful design insomuch as we want the wall space to be relatively neutral to enable a number of Exhibition themes and options.

We will have a Guildhall or Thetford Timeline on the walls around the room. As this classroom space to facilitate visiting school groups this will also provide a useful resource in its own right.

Two wall vinyl in the Corridor will depict images of the Market Place the other Civic/Thetford Borough Council images.

The Town Council are working with the Norfolk Museum Service conservationists to identify and prepare selected painting from the Prince Frederick Duleep Singh collection to hang in the Sikh Room. Prince Frederick a great benefactor to the town, gifted the collection and stipulated these

should be displayed in the Guildhall. We are resurrecting that wish with a small collection in the former Council Chamber.

### **Staffing:**

#### Heritage & Events Officer

The NHLF part funded role that was identified and approved within the NHLF grant for a Heritage & Events Officer has been advertised – this is a 2-year post / 30 hours per week (flexible week schedule).

The deadline for the applications submissions is 30<sup>th</sup> April with interviews being the following week.

The scope of the role includes:

- Coordination and delivery of the TTC town events programme.
- Further develop and promote the Town's Heritage 'offer'.
- Development and coordination of a dedicated team of volunteers for facilitate the delivery of events and heritage activities.
- Developing the Guildhall as a heritage attraction.

There are a number of specified outcomes we have agreed within the NHLF bid – these areas such as to develop and deliver 6 x events on the Market Place over and above the TTC event programme. To further the story of the Guildhall and the Guildhall 'Folk' through interpretative exhibitions and performances. To work with local schools in expanding students' knowledge of our rich and diverse history. To develop and work with a committed group of volunteers to further our aims.

#### Guildhall Tea Room:

The Tea Room will be open from 9:30am - 2:30pm Monday, Tuesday, Thursday, Friday & Saturday. Outside these times we will be able to use a very valuable resource to deliver events and activities. Our Civic receptions have traditionally been delivered from the Guildhall and this can continue with h facilities.

The operation will be overseen by a dedicated Tea Room supervisor and is a 30 hour per week role, they will be supported by volunteers.

### **Countdown to reopening Marketing:**

- Pictorial posts to show the work that has been conducted over the last year, with a series of before and after shots.
- We will engage a professional photographer to 'shoot' pictures of the new room layouts which can be released as part of our marketing for hire but also news updates on social media / website.
- The Guildhall Heritage & Events Officer will pick up some of the event's programme that has already been agreed – e.g. Heritage Week in September and Christmas Lights switch-on and the Christmas Markets scheduled for Sunday 12<sup>th</sup> December.
- The podcast schedule will commence from Monday 24<sup>th</sup> May 2021 with a number of media suite productions counting down to the 21<sup>st</sup> June 2021 which is the week we reopen.
- We already have events that are provisionally booked for the period post 21<sup>st</sup> June – clearly confidence is high that we will be in a position to reopen and deliver therefore plans are being worked up.
- Guildhall website will go live on Monday 31<sup>st</sup> May (Spring Bank Holiday) when we should be absolutely confident that the conditions of the easement of lockdown will be lifted on 21<sup>st</sup> June, and therefore bookings can be taken.

- Flyers and advertisements will be taken to promote the including some special offers for the Tea Room.

### **MARKET PLACE IMPROVEMENTS**

#### **To receive update:**

There is no update to provide as we have not managed to come together as a working group and therefore nothing further to report.

**Decision required:** None.

**Lead:** VEM Officer

### **VEM AGENDA FORWARD PLAN**

#### **Discuss and review.**

**Decision Required:** To approve updates to Agenda Forward Plan.

**Lead:** Chairman

Jan	Feb	Mar	Apr	May	Jun	July	Aug
13 <sup>th</sup>	10 <sup>th</sup>	10 <sup>th</sup>	14 <sup>th</sup>	12 <sup>th</sup>	16 <sup>th</sup>	14 <sup>th</sup>	n/a
<b>Website review (stage 1)</b>	Website review (stage 2)  Market Place Improvement (update from working group)  Guildhall – planned use and marketing campaign ideas.(stage 1)	Website review (stage 3) To agree final layout & launch	Guildhall Operational and marketing plan (stage 2)  Market Place Improvements and use. (Stage 2)	Mobile catering and bar services  Market Place Improvements Development Plan (stage 3)  TTC Open space commercialisation report			

### **COMMUNITY ENGAGEMENT**

**To discuss and agree any consultation or media release required.**

**Decision Required:** To approve any agreed communications.

**Lead:** Chairman

### **COMMITTEE OFFICERS UPDATE**

**To update any information since the agenda was released.**

**Decision Required:** None

**Lead:** VEM Officer