



NORTH WALSHAM TOWN COUNCIL

Media & Information Committee

Minutes of Meeting – 14 September 2021

at the Council Office, 18 King's Arms Street, North Walsham

Present :

Chair : Cllr M Gray

Vice Chair : Cllr B Wright

Cllr N Felstead

Cllr S Golder

Cllr P Heinrich

Cllr R Murphy

Cllr R Shaw

Lead Officer

Deputy Clerk : Ms T Foster

Members of the Public : None present

Meeting opened at 18.27

1. Apologies for Absence

All members attended the meeting.

2. Declaration of interest

There were no declarations of interest.

3. Minutes of the Previous Meeting – 1 June 2021

The Minutes had previously been circulated to members of the Media & Information Committee. As proposed by Cllr R Murphy and seconded by Cllr P Heinrich it was **RESOLVED**

That the Minutes of the Media & Information Committee Meeting of 1 June 2021 were agreed as a true record

4. Update on matters from previous Minutes 1 June 2021 – Action Log

The Chair stated that all items had been completed except the first item which can be removed as the Tourism Working Party Terms of Reference were not relevant.

5. Public Forum

There were no public present.

6. Security of Council Devices

The Chair explained for security purposes office equipment should be marked with a permanent visible marker of "North Walsham Town Council" indicating it was the Town

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Council's property. Office equipment needed to be checked as to whether it had been marked and by what method.

Check also with the Head Groundsman whether the machinery and vehicles had also been marked as "NWTC" property and if not, this information should be passed to the D&A Committee.

Discussion on the various marker options for the office equipment. These options would be investigated online and in catalogues before the next meeting.

As agreed by Cllr B Wright and Cllr P Heinrich it was **RESOLVED**

Lead Officer to check whether the NWTC office equipment had been marked and, if so, by what method and also to check if the machinery and vehicles had been marked and refer this information to the D&A Committee.

Lead Officer to check online/catalogues for options as to marking the office equipment

7. Action Plans

The Chair stated that two extra columns should be included in the Action Log being "Target Date" and "Completion Date" which would ensure items are dealt with when they should be and are not overlooked. The next Action Log for M&I should include these two columns and may potentially be considered by other Committees.

As agreed by Cllr S Golder and seconded by Cllr P Heinrich it was **RESOLVED**

Lead Officer to include the two columns "Target Date" and "Completion Date" in the next M&I Action Log

8. Business Cards for NWTC


The Chair clarified the current business card being referred to and a copy of the business card was circulated to members. The Chair suggested some items for consideration – a green and white wave, the NWTC logo of "Listening to You", moving the office crest and details, and generally making the card look easily recognisable. A copy of the business card would be emailed through to members on which they can make amendments and email back to the Lead Officer prior to the next meeting.

As agreed by Cllr M Gray and seconded by Cllr R Murphy it was **RESOLVED**

Lead Officer to email a copy of the current business card to members on which they can make amendments to design, layout etc and then return to the Lead Officer prior to the next meeting

9. Ipads for all Town Councillors

The Chair advised that this item was on the Town Council Agenda for 28 September 2021 and then gave the views he may make at that meeting.

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10. Overhanging Foliage

It was discussed whether an “Overhanging Foliage” complaint option should be provided on the website making it easier for reporting. Members were advised this item could easily be included on the website.

As agreed by Cllr R Murphy and seconded by Cllr P Heinrich it was **RESOLVED**

Lead Officer to look into including overhanging foliage complaints on to the website

11. Tourism Working Party

Cllr B Wright gave an update on the initial meeting on 26 July 2021 which was attended by Dis Cllr L Shires, the Landlady of the White Swan and Black Swan, Mr W Beauchamp and Cllr M Gray.

The primary discussion was on ways to promote the town further not just by posters and in “Just North Walsham”. Observations had been made on how other towns promote themselves and some of those ideas could be used for North Walsham. The railway station would be an ideal place for Posters and “Network Rail” would be approachable to obtain approval.

A tourism page for North Walsham had been included on the “Visit North Norfolk” website and also included on an Instagram Page “visitnorthwalsham”

It was suggested that the next meeting of the “Tourism Working Party” should take place during the winter to prepare for the forthcoming year 2022.

12. Use of Park Application Form

The Chair explained that the “Use of Park Application Form” was confusing and the M&I Committee can put forward recommendations to the D&A Committee. With the “Use of Park Application Form” and the “Event Management Plan” it raises the issue of which form should be completed, whether it is an “activity” or “event” and if the use is for “commercial” or “social” purposes. The form also covers the “Use of the Market Cross” as well as adding more confusion. Members discussed various aspects of the form and it was agreed to be deferred to the next meeting. The Lead Officer will email a copy of this form to members on which they can make their suggestions/amendments and return before the meeting.

As agreed by Cllr B Wright and seconded by Cllr P Heinrich it was **RESOLVED**

Lead Officer to send a copy of the “Use for Park Application Form” to members to consider and on which they can make suggestions/amendments and return to the Lead Officer prior to the next meeting when any recommendations can be passed to the D&A Committee

13. Items for discussion/Items for next Agenda

Security of Council Devices – various marker options

Use of Park Application Form

Business Cards for NWTC

Leaflets for 2022

14. Date of next meeting : 9 November 2021 (unless otherwise advised)

Meeting closed : 19.11

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