



NORTH WALSHAM TOWN COUNCIL

Media & Information Committee

Minutes of Meeting – 9 November 2021

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

Present :

Chair : Cllr M Gray

Vice Chair : Cllr B Wright

Cllr S Golder

Cllr R Murphy

Cllr R Shaw

Lead Officer

Deputy Clerk : Ms T Foster

Members of the Public : None present

Meeting opened at 18.30

1. Apologies for Absence

Apologies for absence were received from Cllr N Felstead (ill) and Cllr P Heinrich (holiday)

2. Declaration of interest

There were no declarations of interest.

3. Minutes of the Previous Meeting – 14 September 2021

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

**That the Minutes of the Media & Information Committee Meeting of
14 September 2021 were agreed as a true record**

4. Update on Matters from November 2021 Action Log

The Chair stated all items on the November Action Log had been completed and referred to the additional columns for the "Target Date" and "Actual Date" had been included and to be discussed at item 7.

5. Public Forum

There were no public present.

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DATED..11/11/22.....

6. Security of Council Devices – Various Marker Options

The Chair explained five quotes had been obtained and circulated to members. It was agreed the “Tamper Proof Ultra Destruct Asset Labels” made by Custom Labels seemed the most appropriate. As the number of labels required would be about 100 it should be explored if ordering this number would reduce the cost.

As proposed by Cllr R Murphy and seconded by Cllr B Wright it was **RESOLVED**

The cost of 100 Tamper Proof Ultra Destruct Asset Labels should be explored to see whether ordering this number would reduce the cost

7. Action Log – Additional Columns

The Chair showed an enlarged copy of the November 2021 Action Log with the headings shaded in green and the “Actual Date” and “Target Date” shaded in light/dark grey with clear narrative. The Action Log set out this way would ensure no item was overlooked, dates on which it was carried out and who is responsible for the action. Any delays could be raised and ensure all resolutions and decisions are not protracted. Should the Action Log be viewed in this format by the public it would give assurance that decisions by the Council were being carried out. It was agreed this layout should be considered to be adopted by other committees and be referred to the next full council meeting

As resolved by Cllr B Wright and seconded by Cllr S Golder it was **RESOLVED**

A copy of the November 2021 Action Log should be referred to the next full council meeting to consider the format for use by other committees

8. Business Cards for NWTC

Two draft business cards were produced for consideration, but as other members wished to produced a card this item would be deferred until the next meeting.

As resolved by Cllr M Gray and seconded by Cllr R Shaw it was **RESOLVED**

This item be deferred until the next meeting when further draft business cards could be produced for consideration

9. Overhanging Foliage Form

A draft Overhanging Foliage Form had been prepared for consideration. It was discussed and agreed the form did not require any amendment and should be referred to the next full council meeting to adopt and put on the website.

As resolved by Cllr R Murphy and seconded by Cllr S Golder it was **RESOLVED**

The Overhanging Foliage Form was agreed with no amendments and should be referred to the next full Council meeting for adoption and placed on the website

6.50 Cllr M Gray left the meeting

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2

DATED 11/11/22

10. Use of Park/Use of Market Cross Application Forms

The "Use of Park/Market Cross Form" had been revised and a separate draft "Use of Park" and "Use of Market Cross" application forms had been prepared. The draft forms were agreed with amendments to nos 4 and 6 in the Park Form and no 5 of the Market Cross Form. The draft forms to be recommended to the Development & Amenities Committee.

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

That the agreed amendments should be made and the forms recommended to the Development & Amenities Committee

11. Broadband Monthly – Red5 Networks Ltd

The Chair agreed this item could be deferred to the next M&I meeting.

12. Facebook – Council Ward Pages

This item was not discussed and removed from the Agenda

13. Leaflets for 2021

Cllr B Wright gave an update on the layout and distribution of the Tourism Leaflets for last year. The layout of the leaflet would be the same as last year except for some possible "tweaks". Distribution in surrounding towns and resorts to bed & breakfasts, hotels, cafes and shops had been successful. Last year 6000 leaflets were ordered and a quote will be obtained for printing/distribution for next year with the same company.

As resolved by Cllr B Wright and seconded by Cllr S Golder it was **RESOLVED**

That a quote for printing and distribution of the new Leaflets 2022 would be obtained and brought to the next meeting

14. Advertising Events

Discussion on how North Walsham Events could be advertised which would promote the town. "Our Bus Service" could provide advertising on the side of the buses ensuring the passengers and a large majority of the public would read it.

"Taxi Services" could be approached to see whether they would be prepared to put advertisements in their cars.

"Train Station" Posters placed at the station would be seen by passengers boarding trains as well as those on board.

It was suggested a regular quiz on the Town Council Website would engage with the public and if changed regularly would attract people to return to the site. Ideally a record of participants would be helpful.

As agreed by Cllr B Wright and seconded by Cllr R Shaw it was **RESOLVED** that

**"Our Bus Service" be contacted concerning advertisements on their buses
"Taxi Services" approached whether advertisements could be placed in their cabs
"Train Station" to see whether posters could be placed at the station
and reported at the next meeting.**

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3

DATED...11/1/22.....

15. Items for discussion/Items for next Agenda

Security of Council Devices

Business Cards for NWTC

Broadband Monthly – Red5 Networks Ltd

Leaflets for 2022

Advertising Events

Council Leaflet – to be updated

16. Date of next meeting : 11 January 2022 (unless otherwise advised)

Meeting closed : 19.10

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4

DATED 11/1/22