



# NORTH WALSHAM TOWN COUNCIL

## Media & Information Committee

### Minutes of Meeting – 8 March 2022

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

**Present :**

**Chair :** Cllr M Gray

Cllr N Felstead

Cllr S Golder

Cllr P Heinrich

Cllr B Wright

**Lead Officer**

**Deputy Clerk :** Ms T Foster

**Public Present :** One member of the public

**Meeting opened at 18.30**

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Cllr R Murphy (holiday) and Cllr R Shaw (work)

**2. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**3. MINUTES OF THE PREVIOUS MEETING – 11 January 2022**

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

**That the Minutes of the Media & Information Committee Meeting of 11 January 2022 were agreed as a true record**

**4. UPDATE ON MATTERS FROM PREVIOUS MINUTES – Action Log – March 2022**

The Chair had no comments to make as all the entries had been carried out with certain entries being discussed during this particular meeting.

**5. PUBLIC FORUM**

The member of public stated that he was employed by the Town Council and was just interested in attending the meeting.

**6. SECURITY OF COUNCIL DEVICES – MARKER OPTION**

The draft Custom Label was produced and it was agreed that the address should be removed and replaced with an email address. The change can be made and then the order placed as per the quote.

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

**To change the custom label to read:**

**“The property of :  
North Walsham Town Council  
Email : [info@nwtc.org.uk](mailto:info@nwtc.org.uk)  
Tel : 01692 404114”**

**then an order can be placed for 100 labels as per the quote.**

#### **7. BUSINESS CARDS FOR NWTC**

It was decided the business cards for NWTC would be deferred to the Media & Information Meeting in July 2022 when they would further be considered.

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

**To defer this item to the Media & Information Meeting in July 2022**

#### **8. ADVERTISING**

Cllr B Wright produced an A1 multi framed background sleeve of four spaces of different sizes for use by the Town Council at the railway station in which posters of Events, Markets, Heritage Information and a “Walks in North Walsham Map” could be placed. An A4 poster of two Market photos with narrative would show and inform the public what to expect and attract people to attend. There were also four – A3 frames on the station platform which can also be used for Events, outdoor attractions in the town etc. to be seen by travellers. All frames would be used for Public Information and not Town Council information. Cllr B Wright had the keys for the frames at the Station, he was delegated to be responsible for the contents and ensuring no frame was empty.

As proposed by Cllr P Heinrich and seconded by Cllr N Felstead it was **RESOLVED**

**That Cllr B Wright would be responsible for the contents in the A1 multi frame and the four A3 frames on the station platform**

#### **9. ADVERTISING THE STREET FOOD MARKETS/CAR BOOT SALES AND PLATINUM JUBILEE EVENT**

The Chair produced a copy of the Street Food Markets Poster which only needed the dates to be included. Smaller fliers of the same would be prepared for distribution.

The Car Boot Sale poster will be produced for the Market Meeting on 15 March 2022 as it was not available for this meeting.

The Platinum Jubilee Event Poster was already prepared and in circulation.

Street Food Markets. It was discussed that posters and fliers should be distributed as far afield as possible and circulated in different towns eg Cromer, Sheringham, Holt in such places as libraries, Information Centres etc. If members did the distribution it will save the cost of hiring a firm to do it. Having street banners in specific locations to attract passing vehicles was

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suggested with the intention of putting them up a week before and removed straight after the Event. The locations would have to be agreed. It was agreed that three banners should be ordered with quotes obtained and paid from the markets budget.

Other advertising could include – An advertisement in the EDP, North Walsham Free Magazines, What's on Website, Instagram and fliers placed in free magazines.

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

**That three banners should be purchased for the Street Food Market with locations to be agreed**

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

**The Car Boot Sales poster/leaflet distribution would be deferred until the next Media & Information Meeting**

#### **10. TOWN COUNCIL LEAFLET**

The Chair read out the two quotes obtained from “Just North Walsham” and “The North Walsham Times” for half a page in each magazine for only Town Council information.

The Chair showed an up to date Town Council Information Leaflet from which relevant information could be selected to fit in half a page (A5 size).

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

**To prepare half a page (A5) of Town Council information for the next Meeting.**

#### **11. APPROVED SUPPLIERS LIST – BUSINESSES ON THE INDUSTRIAL ESTATE**

It had been suggested the Town Council could place an advert on Facebook for businesses on the Industrial Estate to apply and be considered for inclusion in the Approved Suppliers List. As the Town Council only use specific types of businesses some would be included which would never be used and be unfair.

If the Town Council use a business and the work is to a high standard that business would be used again in the future and included in the list. It would be preferable to build up the list on the basis of business use experience rather than involve using social media from which businesses could apply.

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

**That the Town Council should prepare an Approved Suppliers List with businesses which have been used and would use again, rather than advertise for businesses on social media**

#### **12. BIG BASH EVENT 2022 – 14 May 2022**

It was noted Cllr R Murphy had prepared Town Council information using power point at a previous Event. As “Meet and Greet Sessions” were being organised where this information would be available it did not seem necessary to also provide the same information at this Event.

As proposed by Cllr P Heinrich and seconded by Cllr N Felstead it was **RESOLVED**

**It would not be necessary to have representation by the Town Council at the “Big Bash Event 2022”**

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**13. PHOTO OPPORTUNITY IN FRONT OF THE HARE**

It had been suggested creating a photo opportunity in front of the Hare but at present with the works being carried out at Church Approach the Hare has been moved. Once the Hare has been re-established this item can be considered further with the possibility of including it as an item on Instagram. This item is deferred until the Hare is re-established.

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

**That this item is deferred until the next Media & Information Meeting when the Hare is re-established.**

**14. MARKET STALL**

The provision of a Notice Board at the forthcoming "Meet and Greet Sessions" was discussed. The large "A" board double sided sign is available to present information on what the Town Council does, photos etc. It was agreed that a "Pop Up Banner" with "North Walsham Town Council, the Coat of Arms" and also "Listening to you" on it would attract attention to the sessions and should be ordered straight away.

As proposed by Cllr B Wright and seconded by Cllr N Felstead it was **RESOLVED**

**To purchase one "Pop Up Banner" with "North Walsham Town Council - the Coat of Arms" and also "Listening to you"**

**15. ITEMS FOR THE NEXT AGENDA/LATE ITEMS FOR DISCUSSION ONLY**

All items mentioned in these Minutes as appropriate and deferred as above.

**16. DATE OF NEXT MEETING - 10 May 2022 although the Chair stated that a meeting prior to that date may be necessary.**

**Meeting closed : 19.30**

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