



Saxmundham Town Council

Minutes of the Events and Communications Committee Meeting 5th September 2022
2 pm at the Town House

Committee Members:

Cllr J Sandbach

Cllr. Di Eastman

Cllr. C. Hawkins

Cllr. B. Gulliford

Also Present: Jess Palmer (JP) (Town Centre Co-ordinator) and Cllr John Findlay (Ex Officio)

11/22EC Apologies and approvals of absence: Cllr C Hawkins sent apologies for absence.

12/22EC Declarations of Interest

Cllr. B. Gulliford: works with ABC radio doing marketing and social media.

13/22EC Minutes of the Previous Meeting: Minutes of meeting 1st August were unanimously approved.

14/22EC Open Forum

There were no members of the public present.

15/22EC Christmas Event 2022:

a) To receive a report from the Chair of the working party and authorised planned expenditure.

Cllr. D. Eastman reported:

- ABC Radio expenditure has increased from £200 to £350. This now includes compering and radio advertisement in the month leading up to the event.
- Organ grinder (listed at £700 in the budget) can be sourced cheaper via Longshop Museum.
- Only the cost of Christmas Trees has been factored; additional costs needed to mount them onto buildings (estimated £500 extra needed which is not available in the budget.)

Negotiation of £500 budgeted for Art Station was suggested. **NOTED**

Budget cannot be agreed at this meeting due to £500 overspend present.

It was unanimously RESOLVED to request an additional £500 from Resources Committee.

b) To agree any other items for the Christmas Event.

Nothing to report or discuss.

16/22EC Christmas Event 2023:

It was unanimously RESOLVED to hold a combined Christmas Market and event on Saturday afternoon (9th Dec 2023). The committee suggested that this event would run through to the evening. Stallholders must stay for the whole event as moving vehicles cannot be present on a closed road.

17/22EC Memorial Field Opening:

Cllr. D. Eastman reported that work has begun on the Memorial Field which should be completed mid-Oct. Rededicating the Memorial Field will take place Saturday 5th November at 2pm. Cllr. D. Eastman to send special guest list to Karen to be sent out in advance of the event. **NOTED**

Signed _____ Date _____

18/22EC Town Guide:

Cllr. D. Eastman reported: Micropress have gone ahead with producing a Town Guide without our consent. This will be published in 2022. Our original (Falcon Publishing) will now be delayed to 2024 publishing date. **NOTED**

No information has been given to Micropress from the Council – Cllr. D. Eastman is instead waiting to contribute to our officially chosen one. **NOTED**

19/22EC Monthly markets:

JP reported that stallholders are competitive about gaining access to Fromus Sq. It was suggested to explore ways to make the Market Place as attractive as Fromus Sq. **NOTED**

During 2 of the planned markets the Market Hall is already booked. It was unanimously resolved to keep the dates of these markets but without access to the Market Hall.

Discussed signage and branding for the market:

Branding is strong but when new road signs are printed, they need to be redesigned in portrait orientation and with larger font size. **NOTED**

More street signage is needed for market days to direct foot traffic. Flag signs requested.

It was agreed that more research is needed on signs and costings and will be added as an agenda item for the next meeting.

20/22EC Publicity :

JP presented document (appendix 1) detailing current and proposed usage of various communication methods. After discussion it was resolved:

- Nextdoor is not currently to be utilised but JP & Cllrs will monitor its potential for the future.
- JP to start an e-newsletter as a means to communicate with residents. **NOTED**
- Cllr. B. Guilliford suggested future use of Youtube as a platform to post short, promotional/informative videos relating to projects within the town & offered his skills for the project. **NOTED**
- Cllr. B. Guilliford proposed that a better method of communicating Council business and news to JP should be found to enable more regular and varied communication with the public. JP to look into email/Whatsapp groups to allow this to happen.
- Document was welcomed and endorsed for use as a framework for future direction of marketing and communication.

Meeting finished at 15.17

J. Palmer

Committee Clerk

22/9/22

Signed _____ Date _____

Appendix 1.

Communication method	Pros	Cons	Improvements to make to current usage
Website	All useful/valid information to be found in one place. All media types can be used. Almost all demographics can be targeted, can use SEO to increase reach.	Limited reach - needs lots of work to keep it up to date. People need to remember to keep visiting to stay up to date.	Needs updating more frequently, could be better designed, merge Saxmundham.org and Market Hall website, remind residents it's there & draw visitors to it with SEO content
Notice boards			
Newsletters	Guaranteed reach to very household, long and short form messaging available.	Guaranteed reach (not engagement), labour-intensive, time consuming, expensive, snapshot of information.	Proper planned timetable of content and publication dates. Better involvement from all councillors, staff and perhaps members of the public to contribute content. Strategy for distribution.
E-Newsletters	Free, quick to write & send, regular updates possible.	Easily overlooked, need people to sign up, doesn't cover all demographics	Not currently in use
Sax News	Free, reaches all households	limited engagement	Planned timetable of content to submit. Better co-ordination among staff & Councillors about content.
Other print media	Wide reach - Sax & beyond	Difficult to get coverage	Better links need to be forged
Radio	Med-high impact, especially R Suffolk	Limited demographic and engagement - can be difficult to get featured depending on who we target	Better links need to be forged
TV news	High impact, raised the profile & perception of Sax beyond the town	Very difficult to get coverage - needs to be something BIG	Better links need to be forged
Facebook	Broad reach, versatile,	less popular among older generations	More regular updates, proper planned schedule of content, increase direct followers of our page.
Instagram	High level of reach & engagement among certain demographics.	Designed more for entertainment.	Not currently in use
Twitter	Large audience	Not very dynamic, Usage is shrinking over time.	Not currently in use
TikTok	growing in popularity, especially among young people	Limited format, limited demographic - not often used by over 50s - 11% of users.	Not currently in use
Nextdoor	Highly targeted via location, good visibility and link to community	Not available on Buffer, small (but growing) pool of users	Not currently in use
Youtube	Good for reference & long-term content	Limited to video content. High-quality videography is expensive and time-consuming	Not currently in use
LinkedIn		Very limited demographic	Not currently in use

Signed _____ Date _____