

			Date: Wednesday 17 th November 2021			
Quarterly 5 Market Town Meeting -			- Time: 10.30	Time: 10.30am Location: Microsoft Teams		
	Key Notes & Actions					
Facilita	tor:	Cllr Paul Claussen	Notes taken by:	Cassie Ruffell		
Attendees: Breckland: Cllr Paul Claussen, Rob Walker, Cassie Ruffell Attleborough: Phil Leslie, Michelle Barron Dereham: Hugh King Swaffham: Judy Anscombe, Richard Bishop Thetford: Jane James, Tina Cunnell Watton: Jane Fountain, Jane Scarrott						
Key no	tes & Act	ions:			Action:	
Agenda	a Items:					
 Actions from last meeting Market Town Christmas Trail Welcome Back Fund – Activity update Town Council updates Future Meetings 						
Action	s from th	ne last meeting:				
1. 2.	a) Co aw	 assie Ruffell to engage the Veni Project with all town council Completed all town councils have been contacted by The Lively Crew who have been awarded the VENI project. ony Needham asked for a local plan update 				
2.	a) Tor rec	ny Needham was not present at the meeting; the p quired at this time.				
3.	circulat	nscombe asked if points raised and actions from ea red mpleted – first meeting notes to be circulated	ach meeting cou	ld be taken and		
Key no	tes & Act	ions:				
A festiv activity name, hampe	and increwhich pairs. 65 bus il will con	nas trail to find 10 of Santa's reindeers across our ease footfall. Reindeers will be located within sho rticipants will need to collect and submit to be in v sinesses have agreed to take part in the trail with a nmence on Saturday 27 th November and finish on per town) will be selected at random and announce	p windows and e with a chance of a minimum of 10 Friday 24 th Dece	each will have a winning 1 of 5) per market town.		



	a)	Cassie Ruffell took an action should more reindeer become available that we would action this.	ACTION	
 Welcome Back Fund The Welcome Back Fund builds on the Reopening High Streets Safely Fund of May 2020. Welcome Back projects are funded from the England European Regional Development Fund (ERDF). The fund allows local authorities in England to put in place additional measures to create and promote a safe environment for local trade and tourism, particularly in high streets as their economies reopen. Breckland council is using the fund to develop plans for responding to these impacts: a) Redesign print and installation of banners arms – to revisit the message to link in with our Future Breckland, Thriving Places agenda. b) Destination marketing strategy – To have a comprehensive review of the visitor economy in Breckland and how best to attract footfall. c) Digital marketing campaign – to promote alongside other activity 				
Actions 1. 2.	a) Jud incl	y Anscombe raised that the new banner designs need to consider print size. Cassie Ruffell confirmed this was within the specification and no action required. y Anscombe asked when conducting the destination marketing strategy that all were uded in brainstorming ideas. Cassie Ruffell confirmed this as an action but commented this would not be until a	ACTION	
3.	Her	contractor is appointed. e James asked that when considering Thetford that the work should link into to the ningway work and not be silo. Cassie Ruffell confirmed this as an action and commented we were talking with Hemingway to ensure these align when a contractor is appointed.		
Town U	pdat	tes key notes and actions		
Swaffha 1.	Ric	nard Bishop raised questions around the public realm seating within the town centre ich had been to extend trade for business during the pandemic and social distancing es. Cassie Ruffell provided a verbal update and agreed to share via email the information requested.	ACTION	
2.		y Anscombe commented on the sustainability report at Breckland Cabinet meeting and ed for Swaffham to be included within the sites. Rob Walker confirmed that the sites have not been announced whilst assessments are being completed but reassured that one site is within close proximity to Swaffham town.		
3.		y Anscombe asked for an update on 2 MTI projects; Green Planters and Theatre Street EV rging points. Cassie Ruffell confirmed that the green planters had been ordered and supplier timeline was around 6weeks. With the EV charging points an update would need to be obtained as the next stage is for public consultation.	ACTION	
Dereham No actions taken				
Watton				
No actions taken				



 Attleborough Phil Leslie asked if market town events co-ordination/calendar could be reviewed to maximise footfall in all towns	ACTION
 AOB Future Meetings Action agreed to continue these meetings on a quarterly basis – to remain virtual Action agreed for agenda items to be submitted in advance to enable officers time to collate information ahead of the meeting. 	ACTION ACTION