Castle Cary Town Council
The Market House
Market Place
Castle Cary
BA7 7AH
Telephone: 01963 359631
Email: town.clerk@castle-cary.co.uk
Website: www.castle-cary.co.uk

APPROVED MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 23rd August 2021 at 7.00pm

Present: Penny Steiner (Chair), Judi Morison, Pek Peppin, Philippa Biddlecombe, Margaret Bebbington and Sally Snook.
In attendance: Colleen Bower, Barbara Williams (Ansford Parish Council)

No members of the public were present.

The meeting started at 19:00

2021

MCC34 Apologies for absence
Apologies were received from Ken Gray, Bob Gilbey, Nick Crowley.

MCC35 Declarations of personal or pecuniary interest (these must be declared BEFORE the agenda items concerned are discussed. Persons with a declared pecuniary interest must leave the meeting room when these are discussed).
There were no declarations of interest received.

MCC36 Minutes of Marketing & Communications Committee meeting of 28th June 2021 and extraordinary Marketing and Communications Committee Meeting of 2nd August 2021
RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 28th June and 2nd August 2021 be approved, to be signed by the Chair at a later time.

MCC37 To review actions points from the last meeting:
a) **Trade Directory advertisements –** The Trade Directory has been discontinued and advertisers contacted as resolved.
b) **Fairfield Logo** – This was sent to Colleen Bower as suggested.
c) **Apple Day –** The Art of the Apple lecture and the Apple Science activities have been arranged.
d) **Other events –** The offer of the Fair visit in July was declined
e) **Christmas Lights –** This is discussed under MCC41 below
f) **Market entertainers –** A performer's register as been set up by MCA but there have been no children's entertainers found. It was noted the school holidays were anyway almost over.
g) **Social Media policy –** This was duly drafted and circulated

MCC38 Marketing and Communications
The Committee received an updated report from the Marketing and Communications Administrator. Penny Steiner commented it was a comprehensive report and that booking levels were improving. It was suggested that the upstairs rooms at the Market House might be bookable even before the installation of a lift. This should be put on the agenda for the Properties & Infrastructure Committee to consider.
Action 210823/1: Philippa Biddlecombe/Penny Steiner

MCC39 Newsletter
a) **Discuss future production and IT software for internal use** – although the August newsletter also had to be typeset externally due to lack of similar software, it was agreed to take it back in house for the next production. The MCA will be instructed on how to use

available resources to produce the same quality newsletter early on in the run up and practice this using current newsletter content.

Action 210823/2: **Judi Morison/Colleen Bower**

b) Discuss delivery issues – it was considered that some areas, especially the newest house or estates may be being left out of the delivery schedule. It was agreed to talk to the delivery team about this and also to include the estate agents as a repository for the newsletter**.**

Action 210823/3: Penny Steiner

MCC40 Events

a) Update on Fun on the Field – all was under control for this event on Bank Holiday Monday.

b) Update on Apple Day - Penny Steiner reported that a useful meeting had taken place with Lucie and Lucas Hollweg who will organise all the food and drink stalls for the day on a subcontracted basis. The Art and Science activities were arranged, with the Art lecture, organised by Pek Peppin, taking place in the evening at Caryford Hall, and the science activity during the day in The Shambles at specified times. The Pitching would be used for Gazebos and straw bale seating.

c) Update on Big Christmas 2021 – Penny Steiner reported that all was under control for the Big Christmas event. A Father Christmas had been sourced. There would be no charges for the necessary road closures on the day**.** A need for volunteers was discussed and a query whether the volunteers from Cary21, who had been found very efficient, could be asked. Penny Steiner was to write a specification of what was required of volunteers and Pek Peppin was to put this to the C21 volunteers. It was suggested there should be a rota system for volunteers and a training session beforehand.

Action 210823/4: Penny Steiner & Pek Peppin.

d) Update on Eat 2022 – The EAT organisers have requested to be allowed to hold the festival on 30/04/22 in the town. It was agreed to recommend this to Full Council at the next meeting. The organisers have made it known they are seeking £2500 sponsorship to run the event and would like suggestions of potential sponsor names. It was agreed that it is for them to seek sponsorship themselves but that if there were obvious companies to approach, these names would be passed on.

Action 210823/5: Penny Steiner

e) Platinum Jubilee 2022 – There was a proposal to hold an event in town to celebrate this. Some discussion took place about the nature of this. It was felt it would be beneficial for all the town groups to be involved in both the event and its organisation with tasks being allotted out to the groups, and the Council facilitating, providing bunting and the given road closures. **RESOLVED:** to facilitate and support a street party along the High St on Friday 3rd June 2022.

f) Jubilee Beacons – The proposal by the Pageantmaster that there be Beacons lit all around the country for the Platinum Jubilee was discussed. It was agreed that this was not a welcome activity for the town. It was further suggested that this was in fact a poor idea, given climate change concerns and the occurrence of wildfires etc.and that the Council should raise its objections formally and publicly. Pek Peppin agreed to draft a letter to be sent to the Pageantmaster stating this. **RESOLVED**: Not to take part in the Jubilee Beacons project and to object formally.

Action 210823/6: **Pek Peppin**

g) Cary Hoard Visit - Pek Peppin stated that the visit of the Cary Hoard on 3 & 5 September should be added to the events list**.** This would coincide with the last days of the successful Cary21 exhibition and present the chance for local people to have their own Finds assessed for archaeological value. Colleen Bower (MCA) confirmed that Press Releases had already gone out about this event and it was agreed to get a banner made and to publicise the event widely.

Action 210823/7: MCA

MCC41 Christmas Lights

a) Penny Steiner circulated a previous proposal for replacing the putting up of Xmas trees with festive lighting and noted that there were only 5 points at which lights could be hung across the road due to traffic height restrictions. There was discussion about the cost and availability of electricity supplies, business permissions and storage of lights, and whether rental or purchase

was better. There was also discussion about the finances and it was felt that Castle Cary and Ansford might both pursue potential grants and both contribute to the cost. It was agreed that research should be carried out into the feasibility and cost of buying and hanging lighting preferably up and down each side of the High St or across the road at the 5 points. MCA to contact Festive Lighting, a Somerset company, to arrange a survey. Barbara Williams from Ansford Parish Council agreed to take this to their next meeting for discussion.

Action 210823/8: MCA & Barbara Williams

MCC42 Communication

a) Cary Crier Penny Steiner raised a discussion about the criteria used for deciding whether the Crier should publicise an event. It was agreed that there was no specification as such but that the medium is for newsflash type communications about events or developments of importance to the town. Commercial notices were not included unless to the obvious benefit of the town.

b) Communication with local groups – it was agreed to hold a meeting with community groups in The Assembly Room on 21st September. This would be to encourage dialogue and collaboration between the groups and the Council and should be called The Community Conversation to echo a previous such meeting before the launch of the new Newsletter. Penny Steiner and MCA to issue invites and organise the format.

Action 210823/9: Penny Steiner & MCA

c) Communication with local businesses – it was proposed to discuss whether there should be a similar meeting with businesses. There was some doubt as to whether this would be supported by local businesses so it was agreed that the MCA should continue to make informal contacts among the business community.

***d)* Strategy for Working with Information Office volunteers**. It was agreed that the MCA should continue to develop communications in this area and to ensure volunteers were included in plans and developments.

MCC43 Wedding at The Market House

a) The weddings policy was discussed and it was agreed that wedding bookings were to be encouraged provided that they interfered with no more than 3 coffee mornings per year. MCA to try to steer weddings towards afternoon bookings where possible.

MCC44 Markets

a) There had been one application for the Tuesday Market Manager vacancy who was to be interviewed the next day.

b) The Barrow Market has been developing well and has been extended to October and a supervisor contracted. It was discussed as to whether this should continue beyond that date and agreed that it would not be appropriate during the winter so it could be resumed next May.

MCC45 Cary In Bloom 2022

a) It was felt this had been successful but may need some further considerations to do with types of plants used and the watering arrangements and also getting the businesses to support the scheme more. Also discussed was the idea of replanting the planters for the autumn**.**

Action 210823/10: Penny Steiner/Lisa Davis

MCC46 Recruitment

a) Judi Morison suggested a different approach was needed to fill the vacancies for Town Councillors and hopefully to recruit a younger contingent. She suggested a more personalised campaign with video or photo interviews with Councillors to bring the role to life more. She would work with MCA to develop this approach**.**

Action 210823/11: Judi Morison & MCA

MCC47 Budgets – not discussed

The meeting ended at 21:00

Members of the Council considered the following matters in the exercise of its functions, that "No member of the public, job applicant, elected member or employee shall receive less favourable treatment on the grounds of gender, race, sexual orientation, marital status or disability"

The next meeting of the Marketing and Communications Committee will be held on Monday 25th October 2021 at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by 18/10/21.