Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 25th October 2021 at 7.00pm

The meeting was held at The Market House, Market Place, Castle Cary, BA7 7AH

Present: Judi Morison (Chair), Philippa Biddlecombe, Sally Snook, Nick Crowley, Bob Sherrard.
In attendance: Colleen Bower

No members of the public were present.

The meeting started at 19:00

2021

MCC48 Apologies for absence
Apologies were received from Penny Steiner, Margaret Bebbington, Pek Peppin.

MCC49 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.

MCC50 Minutes of Marketing & Communications Committee meeting of 23rd August 2021
RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 23rd August 2021 be approved, to be signed by the Chair at a later time.

MCC51 To review actions points from the last meeting:
- **a) Booking of Assembly Room** – this is under active consideration by P & I committee.
- **b) Newsletter –** MCA has received instructions and template for production of newsletter on Publisher. Delivery of the newsletter is on today's agenda.
- **c) Big Xmas Volunteer Training –** Pek Peppin was absent
- **d) Eat 2022 –** Penny Steiner was absent
- **e) Jubilee Beacons –** Pek Peppin was absent
- **f) Cary Hoard –** banner was duly made and displayed
- **g) Christmas Lights –** This is on the agenda for this meeting
- **h) Communications with local groups** – to be discussed further at this meeting**.**
- **i) Cary In Bloom –** it was decided not to replant the planters for the autumn
- **j) Recruitment** – a further campaign is currently running for town councillors. The video interviews have not yet materialised**.**

MCC52 Marketing and Communications

a) **Discuss updated Marketing and Communications report**. The Committee received an updated report from the Marketing and Communications Administrator. Judi Morrison reminded MCA to include Ansford Council reps in any town-wide publicity campaigns, such as the On Your Doorstep campaign about to start. MCA reported that she was yet to have a meeting with the new Market manager to discuss publicity for the Tuesday Market. There was discussion about whether Castle Cary should operate a similar scheme to Fiverfest/ Totally Locally which fits with the On Your Doorstep idea. MCA to research this**.** Nick Crowley said he would sound out the businesses about whether there was interest in being involved.

Action 211025/1: MCA/Nick Crowley

MCC53 Newsletter

a) **Discuss renewal of SLA with Caryford Hall for delivery -** it was considered whether to go to tender for delivery of the newsletter but was agreed that there were a number of benefits in renewing with Caryford Hall. However, there was a need to revise the SLA between the two parties, check delivery programme and the quality control checks carried out to ensure the town was fully covered. It was agreed that Judi Morrison and Penny Steiner would meet with Caryford Hall representatives to discuss this.

Action 211025/2: Penny Steiner/ Judi Morrison

b) **To note the arrangements and deadlines for next copy –** it was reported that the copy deadline remains the same (12th November) but the print deadline production deadline is extended until 22nd November. Two designs were submitted by the Primary School to Judi Morison for the Xmas cover and one was chosen.

MCC54 Events

a) **Fun on the Field** – the locations and arrangements for bulb planting have been made**.**

b) **Apple Day –** Feedback had been very positive for this day and turnout had been excellent. There was some discussion about whether there should be a small road closure next year for the safety of participants.

c) **Update on Big Christmas 2021 –** Judi Morison reported that this was going to plan. The postcards to advertise it have been done and will be ordered by Judi Morison; the spot the window activity will run again and forms can be collected from McColls and returned to the Market House volunteers.

d) **Platinum Jubilee 2022** – it remains the plan to facilitate a celebration which is to be organised by the community groups and communication will need to take place early next year with them about this.

e) **Discuss request for Annual Fairfield Family Fun Day** – The feedback from this event had been very positive and it did bring much of the town together. It was agreed that this event was a good opportunity for the community groups to get across their messages and fundraising activity and so it was suggested that they should be involved in helping to organise it if it was to become an annual event. It was also suggested that businesses, food and drink stalls, should pay a pitch fee to be involved as the event will need to be self-funding next time. **RESOLVED**: To recommend to Full Council that Fun on the Field become an annual event

MCC55 Christmas Lights

a) The proposal for decking the streets with Xmas Lights had been reviewed but was too costly for this year and it was also very late to get the project started before Xmas. It was agreed that this proposal and another approach from Encore Lighting would be discussed in the New Year a propos next Xmas, along with Ansford Parish Council. For this year there will be a Xmas tree and lights at the Market House and a tree at the Horse Pond.

MCC56 Communication

a) **Feedback from Community Conversation** Summary notes from the Community Conversation meeting, at which 24 groups or businesses were represented, were circulated. It was agreed it had been a useful event although the format may require changing, with introductions from the attendees and maybe smaller group discussions. Judi Morison noted that it was important for the next level of accreditation to be able to show ways in which the Council is in touch with its community. It was agreed to recommend that this type of event takes place every 6 months.

b) **Discuss installation of public noticeboard at south end of town.** Philippa Biddlecombe suggested that the plot of land next to the Fire Station seemed the most appropriate site for such a board. She would ask the Town Clerk to investigate who owns the land and do some preliminary investigation on feasibility before putting it before the Properties & Infrastructure Committee.

MCC57 Wedding at The Market House

a) MCA reported that there were 10 weddings booked for 2022, only 2 of which were in the morning necessitating a coffee morning cancellation. It was agreed, for the easier playing of wedding music, that there could be a need for an Apple connection to the AudioVisual equipment in the Shambles and Properties would check this out.

Action 211025/3: Philippa Biddlecombe

MCC58 Markets

a) There had been a very comprehensive report from the new Market Manager which all agreed gave useful detail about the status of the market.

b) The Market Porter has also settled in well to his role

c) A marketing campaign for the Market has yet to be finalised as the MCA still needs to meet with the Market manager to discuss this.

Action 211025/4: MCA

MCC59 Cary In Bloom 2022

a) It was agreed to defer discussion of this until the new year. It was acknowledged that there were issues regarding the cost of the plants and the effective watering to keep the displays looking good. There was a suggestion that the businesses could be asked how they felt about paying for the plants and watering their own baskets and it was agreed that Judi Morrison or Penny Steiner would communicate with them in the new year about this, after first identifying the likely costs of the plants.

Action 211025/5: Penny Steiner/Judi Morison

MCC60 Website Tender

a) There had been tenders submitted from 2 companies and presentations held from both. It was agreed that the website now needs to be discussed in the Finance Committee on 8th November and put to Full Council on 15th November. It was suggested that the project team who were present for the presentations should put their recommendations and reasoning in writing and send to MCA/Project Manager by 2nd November to be combined into one document to put before committee and council.

Action 211025/6: MCA/Sally Snook/Judi Morison/Penny Steiner/Town Clerk

MCC61 Budgets

a) Penny Steiner and Judi Morison would be preparing the draft budget for the MMC and it was agreed there was likely to be a small increase and the impact of the Xmas Lights proposals would need to be considered for next year. Judi Morison said that all those interested in the budgets should attend the appropriate finance meeting at which they will be discussed.

MCC62 Policies

a) **Safeguarding Policy – RESOLVED:** it was unanimously agreed to readopt the Safeguarding Policy simply updated with relevant legislation.

b) **Terms of Reference for Environmental Working and Advisory Group –** It was suggested that the working of this group probably needed review as it had never yet sat and many of the values are embedded in the ongoing work of the Council. An internal audit of the Council's status re environmental matters could be a good idea in the near future. Meanwhile the terms of reference were agreed**. RESOLVED:** It was unanimously agreed to readopt the terms of reference for this group

c) **Terms of Reference for Markets Advisory Group –** it was agreed that there needed to be a meeting of the Markets Advisory Group including a member of the public

Action 211025/7: Judi Morison/Penny Steiner/Market Manager/Philippa Biddlecombe

The Terms of Reference were agreed **RESOLVED:** To readopt the Terms of Reference for this group.

MCC63 **2022 Meetings Schedule** – this was discussed. A swap was proposed between Finance and Planning Meetings on 3rd May and 9th May, otherwise agreed.

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 31st January 2022 at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by 24/01/22.