Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Tuesday 19th April 2022 at 7.00pm

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

Present: Penny Steiner (Chair), Margaret Bebbington, Philippa Biddlecombe, Nick Crowley, Carly Franklin and Sally Snook
In attendance: Lisa Davis, Catrin Loxton and Katie Armstrong

The meeting started at 19:00

2021

MCC91 Apologies for absence
Judi Morison and Pek Peppin had sent their apologies

MCC92 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 interests declared

MCC93 Minutes of Marketing & Communications Committee meeting of 28th February 2022
RESOLVED: It was proposed and agreed (5 – for, 1 – abstained, 0 - against) that the minutes of the meeting of 28th February 2022 be approved, to be signed by the Chair at a later time.

MCC94 To review actions points from the last meeting:
Chris Edwards was the representative from APC for the 'On your doorstep' campaign discussions.
It was agreed that Katie Armstrong would produce a list of possible sites for QR codes.
Penny Steiner advised that the brackets for the hanging baskets had been checked and new brackets ordered from Dave Marsh Hardware.

MCC95 Marketing and Communications

a) Marketing and Communications update report the Committee received an update report from the Marketing and Communications Administrator. Nick Crowley commented that it was good to see an increase in social media interactions. It was noted that the Market House had been used recently for different activities such as the Book Launch. Penny Steiner reported that an enquiry had been received to use the Assembly Room for a regular monthly booking in 2023, it was agreed that the Marketing and Communications Administrator would reply with the proposed charges for the booking. Philippa Biddlecombe and the Town Clerk would follow up with the Museum regarding access to the toilet.

Action 220419/1: Marketing and Communications Administrator
Action 220419/2: Philippa Biddlecombe/Town Clerk

b) Update on "On your doorstep" campaign The Marketing and Communications Administrator advised that a meeting had taken place and that it had been decided that a separate campaign was not necessary. It was agreed that the Welcome Pack would be updated and additional information included in the newsletter as appropriate. Penny Steiner would send an electronic copy of the shopping leaflet to the Marketing and Communications Administrator to update.

Action 220419/3: Penny Steiner

c) **Update on Cary Summer leaflet** Penny Steiner reported that it had been agreed to produce a leaflet to advertise the events happening in the town in the coming months. There is a need to agree a name for the leaflet and it was suggested that Councillors send ideas for the name to the Marketing and Communications Administrator by Friday 22nd April. It was also agreed that the Town Clerk would contact APC regarding a financial contribution towards the production of the leaflet.

Action 220419/4: All Town Councillors
Action 220419/5: Town Clerk

d) **Update on new public notice board** Philippa Biddlecombe suggested that the noticeboard is located near the sub station rather than the Fire Station. It was agreed that the Town Clerk would check the ownership of the wall and that the Marketing and Communications Administrator would follow up with the Fire Station.

Action 220419/6: Town Clerk
Action 220419/7: Marketing and Communications Administrator

MCC96 Newsletter

a) **Update on next edition** Penny Steiner confirmed that the Deputy Clerk and Marketing and Communications Administrator would be producing the next newsletter in May.

b) **Request for front cover photographs – summer** It was agreed that the summer tapestry from the Chapel would be used as the front cover picture for the May edition of the newsletter. Margaret Bebbington agreed to ask Ann Simon to send photos of all tapestries to the Deputy Clerk so that they could be used seasonally when required.

Action 220419/7: Margaret Bebbington

c) **Confirm editorial checks** Penny Steiner confirmed that Nick Crowley had agreed to do the editorial checks for the May edition of the newsletter.

MCC97 Events

a) **Update on Cary in Bloom** Penny Steiner reported that the brackets for the hanging baskets had been checked and permissions received as appropriate. The baskets and troughs had been ordered and arrangements made for SSDC to complete the watering in the town. SLR would continue to manage the watering at the Market House. It was agreed that the Town Clerk would ask the Information Office volunteers to water the bedding plants that had recently been planted at the Market House.

Action 220419/8: Town Clerk

b) **Jubilee news** Penny Steiner advised that there had been little response to the request for details of events taking place in the town to celebrate the Jubilee. The events that had been arranged would be promoted by the Town Council.

c) **Fun on the Field event** Penny Steiner advised that a request had been sent asking for local groups to volunteer to run Fun on the Field. One response had been received to date. It was agreed to send a reminder and to add a few more groups to the circulation list.

Action 220419/9: Penny Steiner

MCC98 The Newt funding

a) **Review expenditure and progress** There was no update to report

MCC99 Markets

a) **Report from Market Manager** the Committee received an update from the Market Manager. It was noted that there had been issues with traders parking in recent weeks and that the Town Clerk was in contact with SCC to try and resolve the issues.

b) **Update on marketing programme for Tuesday market** The Marketing and Communications Administrator reported that the easter crafts and chocolate tombola were a success and that regular social media posts are now being published to promote the market and the traders. It was agreed to find out if it would be possible to advertise the market in The Dove magazine that covers the Bruton area.

Action 220419/10: Marketing and Communications Administrator

c) **Programme for Artisan/craft market in June** Penny Steiner reported that a request for traders had been promoted on social media. It was agreed that the Marketing and Communications Administrator would advertise this again and contact The Old School in Queen Camel. Carly

Franklin agreed to pass on a possible contact to the Marketing and Communications Administrator.

Action 220419/11: Marketing and Communications Administrator
Action 220419/12: Carly Franklin

d) Update on Barrow market Penny Steiner advised that dates had been agreed for the Barrow markets.

MCC100 Website

a) Update on new design and possible launch date The Town Clerk reported that the colour palette and font had been agreed and We Are Chain were now working on the pages and content. Sally Snook queried the need for the B3151 email address when the new website is up and running, it was noted that there is very little email traffic but it could be useful for planning matters. The Town Clerk and Marketing and Communications Administrator would consider this further during the design of the new website.

Action 220419/13: Town Clerk/Marketing and Communications Administrator

MCC101 Somerset Jubilee Parish Portraits

a) Discuss request from Somerset Archives and Local Studies It was agreed to circulate wider and find out if there was any interest in collating the information requested.

Action 220419/14: Town Clerk

The meeting ended at 21.01

The next meeting of the Marketing & Communications Committee will be held on Monday 27th June 2022 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 16th June 2022.