Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 28th February 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, Steve Evans, Carly Franklin, Judi Morison and Pek Peppin
In attendance: Lisa Davis and Catrin Loxton

One member of the public was in attendance

The meeting started at 19:00

2021

MCC79 Apologies for absence
Sally Snook had sent her apologies

MCC80 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

MCC81 Minutes of Marketing & Communications Committee meeting of 31st January 2022
RESOLVED: It was proposed and agreed (5 – for, 3 – abstained) that the minutes of the meeting of 31st January 2022 be approved, to be signed by the Chair at a later time.

MCC82 To review actions points from the last meeting:
There were no updates received.

MCC83 Marketing and Communications

a) **Introduction of Marketing and Communications Administrator and verbal update report** Catrin Loxton reported that she is now in post. She is getting to grips with the booking system and working on the Social Media platforms to increase followers. Sally Snook is still posting Town Council information but Catrin is now updating the town and events information.

b) **Discuss "On your doorstep" campaign** Penny Steiner reported that some work had been completed on this at the end of 2021 and it was particularly designed to target new residents in Castle Cary and Ansford to raise awareness of services and facilities on the doorstep. It was agreed that a small group (Marketing and Communications Administrator, Margaret Bebbington, Steve Evans and a representative from APC) would work on this to gather ideas with a view to launching something in April. Chris Edwards agreed to confirm who would represent APC and the Marketing and Communications Administrator would arrange a date for the first meeting.
Action 220228/1: Chris Edwards
Action 220228/2: Marketing and Communications Administrator

c) **Discuss design of new public noticeboard near the Fire Station** Penny Steiner reported that she was still looking at noticeboard designs. It was agreed that the Marketing and Communications Administrator would contact the Fire Station again regarding locating a noticeboard on the area near the Fire Station. Penny Steiner would contact Caryford Hall to find out more about the noticeboard that they had recently purchased.
Action 220228/3: Marketing and Communications Administrator

Action 220228/4: Penny Steiner

d) Discuss use of Canva for promotional materials Catrin Loxton explained that Canva is a platform to create publicity materials. The cost would be £99 per year for up to five users. **RESOLVED: it was proposed and agreed (7 – for, 1 – abstained, 0 – against) to purchase the subscription for one year.**

Action 220228/5: Town Clerk

e) Discuss use of QR codes Pek Peppin reported that the Museum had identified how to use QR codes at no cost. It was agreed that they would be useful for items in the town. Penny Steiner suggested that this is a rolling item on the MCC agenda. It was agreed to ask the Administration Apprentice to collate an initial list of items that could have a QR code.

Action 220228/6: Town Clerk

MCC84 Newsletter

a) Discuss editorial plans for the next newsletter
Penny Steiner advised that a new Editor is needed for future editions. It was agreed that the Marketing and Communications Administrator and Deputy Clerk would work together on this moving forward and a Town Councillor would take responsibility for checking the articles on a rota basis. Nick Crowley offered to check the articles for the next edition that is due to be published in May 2022.

Action 220228/7: Marketing and Communications Administrator/Deputy Clerk

MCC85 Events

a) Discuss ways to encourage public to send details to MCA about Jubilee events Penny Steiner reported that some events had been planned by local groups and businesses to take place in Castle Cary over the Jubilee weekend. Pek Peppin is getting quotes for Jubilee mugs to be sold. It was agreed that the Marketing and Communications Administrator would post on social media asking people to send details of their events and to encourage street parties on the Sunday.

Action 220228/8: Marketing and Communications Administrator

b) EAT Festival – update on EAT:Castle Cary 2022 Penny Steiner advised that there was no further update on the event since the last meeting. It was noted that a booking request had been received to use The Shambles and Undercroft and the charges for this would be considered at the next Finance Committee meeting.

c) Somerset Food Trail – update Penny Steiner gave an update on the Somerset Food Trail that is taking place in July 2022.

d) Apple Day – discuss request to arrange Apple Day 2022 Penny Steiner reported that On the Spoon had expressed an interest in running Apple Day in 2022.

e) Cary in Bloom – update on arrangements for 2022 Penny Steiner reported that hanging baskets had been purchased from SSDC using Welcome Back funding. Judi Morison and Penny Steiner met with The Newt who are keen to support Cary in Bloom again this year and would like to include Ansford with planting at the Station. It was agreed that Penny Steiner and Philippa Biddlecombe would assess the hanging brackets for the baskets and identify if any new brackets are needed.

Action 220228/9: Penny Steiner/Philippa Biddlecombe

MCC86 The Newt funding

a) Discuss the proposal from The Newt for funding of projects for 2022 Penny Stiner advised that The Newt are keen to support Cary in Bloom, markets and the Museum in 2022. They would also like CCTC to host a Ball in the Assembly Room.

MCC87 Markets

a) Discuss report from Market Manager the Committee received an update from the Market Manager. Penny Steiner thanked Wendy Silver for the work that she had done to promote the market and introduce new traders.

b) Review new marketing campaign for the market Penny Steiner reported that the marketing campaign was being reviewed and new materials produced. The Town Clerk advised that SSDC had commissioned the National Association of British Market Authorities (NABMA) to support

and advise Town Council's on their markets over the next 12 months. Part of this work would involve a review of the market charter.

c) **Discuss how to encourage craft stalls for summer months and plans for the Barrow Market** New traders are being encouraged to attend the weekly markets. It was agreed that Penny Steiner and the Marketing and Communications Administrator would agree dates for the Barrow Markets.

Action 220228/10: Penny Steiner/Marketing and Communications Administrator

MCC88 Website

a) Update on installation programme There was nothing to report but the Town Clerk agreed to arrange a meeting to discuss the next steps.

Action 220228/11: Town Clerk

MCC89 Recruitment

a) Review the proposed recruitment campaign for new Councillors Judi Morison advised that Meet the Councillor events would be held at the Market House on Saturday 12th March and Saturday 26th March from 10am – 12pm. All existing Town Councillors were encouraged to attend.

MCC90 Bookings

a) Discuss the use of the Market House for private bookings The use of the Market House for private bookings was discussed and it was agreed that the booking conditions would be reviewed.

Action 220228/12: Marketing and Communications Administrator/Town Clerk

The meeting ended at 21.39

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 & Communications Committee will be held on Tuesday 19th April 2022 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 7th April 2022.