Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 31st January 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, Judi Morison, Pek Peppin and Sally Snook.
In attendance: Lisa Davis and Catrin Loxton

Two members of the public were present.
19:00 – Open session

The meeting started at 19:10

A member of Caryford Hall Association put forward a request to hold an Open Gardens event in the town with teas being served at the Market House over the Queens Jubilee weekend. It was agreed that this would be a good addition to the celebrations and would take place on the afternoon of Friday 3rd June.

2021

MCC64 Apologies for absence
No apologies were received.

MCC65 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).
Sally Snook declared an interest in Item MCC70 c)

MCC66 Minutes of Marketing & Communications Committee meeting of 25th October 2021
RESOLVED: It was proposed and agreed (4 – for, 3 – abstained, 0 – against) that the minutes of the meeting of 25th October 2021 be approved, to be signed by the Chair at a later time.

MCC67 To review actions points from the last meeting:
a) Fiverfest – Nick Crowley agreed to sound out the businesses about whether there was interest in being involved.

MCC68 Marketing and Communications
a) **Discuss update report on marketing, bookings and publicity** - a report had been circulated in advance of the meeting.
b) **Discuss "On your doorstep" campaign** – Penny Steiner reported that the "On your doorstep" campaign had been put on hold until the new Marketing and Communications Administrator was in post. Barbara Williams would feedback to APC as it was recognised that it should be a joint campaign. It was agreed to discuss the format further at the next meeting.
c) **Discuss screens for The Cobbles** – Penny Steiner reported that The George, Somerset Wine Company and Pinsents had expressed an interest in booking space on the Cobbles for customers to use in a Café style environment. The design and wording for the screens was discussed and Pek Peppin and Margaret Bebbington raised concerns that the attraction of the town could be spoilt by the use of screens and questioned the value of them. It was

agreed to withdraw the funding application to SALC and not to purchase the screens at the present time.

d) **Discuss design of new public noticeboard near the Fire Station** – Judi Morison reported that the Fire Station Manager had responded with additional queries regarding locating a new noticeboard on their land. Judi would respond and Penny Steiner would get quotes for the noticeboard for consideration at the next meeting.

ACTION 220131/1: Judi Morison
ACTION 220131/2: Penny Steiner

MCC69 Newsletter

a) Discuss publication of newsletter and production arrangements for 2022 RESOLVED: it was proposed and unanimously agreed to outsource the production of the newsletter during 2022.

b) Discuss request from SPARK to produce two page spread for the newsletter RESOLVED: it was proposed and unanimously agreed that SPARK would be offered a 250 word article for inclusion in the newsletter.

MCC70 Events

a) Jubilee celebrations – it was discussed and agreed at the Community Conversation that local groups would arrange events to celebrate the Jubilee over the bank holiday weekend. CCTC and APC would support and promote events organised by local groups but unfortunately there had been no suggestions or volunteers to date. It was agreed to remind and encourage local groups to arrange events over the weekend.

ACTION 220131/2: Penny Steiner, Catrin Loxton

b) Fun on the Field – it was agreed that CCTC would not manage the Fun on the Field event. An item would be included in the newsletter to encourage local groups to organise the event and to agree a co-ordinator.

ACTION 220131/3: *Penny Steiner*

c) EAT Festival – discuss EAT:Castle Cary 2022 Penny Steiner reported that EAT:Castle Cary is planned to take place on 30th April 2022. The organisers already have 60 stalls secured. It was agreed to discuss the charges for the use of the Shambles and Undercroft when a formal booking request had been received.

d) Somerset Food Trail – discuss plans for the event in Castle Cary Penny Steiner reported that a Somerset Food Trail event is planned be take place from 15th to 24th July 2022. Castle Cary, Bruton and Wincanton would form a cluster and local food businesses are invited to take part.

e) Apple Day – **discuss the arrangements for 2022 and agree a date** It was agreed that CCTC would not arrange Apple Day this year but would be happy for the Market House to be booked for the event if it could be organised by another group or business.

f) Cary in Bloom – **discuss the arrangements for 2022** Penny Steiner advised that SSDC had provided a quote for the purchase of hanging baskets, planting of the baskets and troughs and watering. It was agreed that the quote should be accepted and an order placed for the purchase of the baskets before the end of March.

ACTION 220131/4: Town Clerk

g) Fire Engine Extravaganza – discuss a proposal to hold a Fire Engine Extravaganza in 2022/23 Penny Steiner advised that she had received a proposal to hold a Fire Engine Extravaganza on Fairfield. It was agreed that this would only be feasible if the weather was dry and the organisers would need a wet weather plan. It was agreed in principle that Penny would advise the organisers that they could start planning for an event in 2023. The Town Clerk would send the details to APC for them to discuss at their next meeting.

ACTION 220131/5: Penny Steiner
ACTION 220131/6: Town Clerk

h) Big Christmas – discuss feedback from Big Christmas 2021 and agree a date for Big Christmas 2022 Penny Steiner reported that positive feedback had been received. Big Christmas 2022 would take place on 8th December, subject to negotiation with SCC regarding the road closure.

i) Science Festival 2023 – discuss proposal for Science Festival 2023 Penny Steiner reported that Colleen Bower planned to organise a Science Festival in Castle Cary and

Bruton in May 2023. It was agreed that CCTC would support the Festival taking place in Castle Cary.

MCC71 Christmas Lights

a) **Discuss whether to change the lighting style for the High Street in 2022 and agree working party to take forward if changes agreed** Penny Steiner advised that if CCTC wish to change the lighting style for 2022 then a working party would need to be agreed. It was agreed to discuss further at a later date.

MCC72 Weddings at the Market House

a) Update on bookings for 2022 Penny Steiner reported that there are currently 10 weddings booked to take place at the Market House during 2022.

b) Update on Approved Premises Licence renewal The Town Clerk reported that the Approved Premises Licence renewal application had been submitted.

MCC73 Markets

a) Discuss report from Market Manager A report from the Market Manager had been circulated in advance of the meeting.

b) Review new marketing campaign for the market Penny Steiner advised that Catrin Loxton would pick this work up when she started in the Marketing and Communications Administrator role.

ACTION 210131/7: Marketing and Communications Administrator

c) Discuss whether to encourage craft stalls for the summer months It was agreed that craft stalls should be encouraged to attend the weekly market during the summer months.

d) Discuss Barrow Markets for 2022 It was agreed that Penny Steiner and Catrin Loxton would look at possible dates for Barrow Markets during 2022.

ACTION 220131/8: Penny Steiner and Marketing and Communications Administrator

MCC74 Booking system

a) Discuss plans to revert to a manual and computerised booking system Penny Steiner explained that the manual booking system had ceased when the electronic system was brought into use. It was agreed that this would be discussed further with the volunteers to consider re-introducing a manual booking system alongside the computerised system.

ACTION 220131/9: Penny Steiner and Marketing and Communications Administrator

MCC75 Website

a) Discuss recent tender process and agree selection of new designer Penny Steiner reported that five tenders had been received following the public tender. Three companies had been shortlisted and interviewed.

RESOLVED: it was proposed and unanimously agreed to recommend the appointment of a new website provider at the Full Council meeting on 21st February. It was noted that CCTC would like to thank Design Somerset for all the support that had been provided over the past six years.

MCC76 Recruitment

a) Review the proposed recruitment campaign for new Councillors It was agreed to continue with the proposed recruitment campaign in the run up to the Parish/Town Elections. Ideas would be discussed with APC to encourage a joint campaign.

ACTION 220131/10: Judi Morison, Penny Steiner, Marketing and Communications Administrator and Town Clerk

MCC77 Personal training in public spaces

a) To discuss request to use public spaces in Castle Cary for personal training sessions Penny Steiner reported that a request had been received from a resident who has recently moved to Castle Cary and would like to use public spaces in Castle Cary to run personal training sessions. It was agreed in principle that Fairfield could be used subject to clarification of further details. The Town Clerk would send the details to APC to be discussed at their next meeting.

ACTION 220131/11: Town Clerk

MCC78 Policies

a) Banner Policy – to review the Banner Policy it was proposed and unanimously agreed to re-adopt the Banner Policy without any changes.

The meeting ended at 21.10

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 28th February 2022 at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by 17th February 2022.