



**Castle Cary Town Council Promotion and Communication Committee
Meeting held at 6:30pm on Monday 27 March 2017 at the Market House, Castle Cary:**

Present: Penny Steiner, Barbara Williams, Judi Atkins, Nick Weeks, Sally Snook, Pek Peppin, Terry Philpott, Lara Davis, Sue Hake, Town Clerk

Members of the Public: Two

Caroline Sharley and Gordon Stockman attended the meeting to inform the Council the Castle Cary and Ansford Carnival Society are in the early stages of plans to celebrate 40 years of the carnival, starting from the day of the childrens carnival, through to the main carnival day.

The Council agreed to offer a supporting letter if required, for any bids for funding and MA offered to be the Council representative to liaise with the society as they continue to put plans in place.

Action: MA to liaise with the Castle Cary and Ansford Carnival Society
NW suggested the Society write to Pam Williams at SSDC Area East, Wincanton

2017	Draft Minutes	
PC/13	Apologies for absence: Barry Moorhouse	
PC/14	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).	
PC/15	Exclusions of the press and public: to agree any items to be dealt with after the public, including the press, have been excluded.	
PC 16	Confirmation of the minutes the Promotion and Communication meeting held on Monday 23 January 2017 Resolved: Agreed	
PC/17	Actions and Reports from last meeting not dealt with elsewhere on the agenda No items not on the agenda	
PC/18	<p>Council Communications/Events</p> <p>18.1 Newsletter – Change of copy date Discuss a policy for inserts Actions: PP to put article to go into newsletter for the Neighbourhood plan SH to contact Malcolm Wake to enquire if the Scouts would be interested in delivering the newsletter PS to draft policy for a single flyer to be inserted in the Newsletter at No charge</p> <p>18.2 Publicity Group – update-Lara Market Publicity – update. Discuss postcard publicity LD reported no further magazine adverts are being made at the moment. She informed the group about the purchase of a market birthday celebration banner and small number mugs were printed and distributed by the traders. Liam Trim had been invited to attend the Market on the day but did not. LD informed the group about Love your Market celebrations fortnight, explaining Ansford School have been approached to involve students but have not expressed an interest in pursuing a youth market stall.</p>	<p>PP SH PS</p>

<p>LD displayed a template for a postcard to advertise both the market and the Market House. LD to finalise the card circulate to P&C committee. Aim to have ready for May meeting</p> <p>NW suggested publicity in the direction of the Shepton Journal</p> <p>NW enquired if corporate organisations have been contacted and offer a free taster session</p> <p>LD confirmed a flyer has been emailed local to businesses. Crown Petfoods have not responded and Centaur Services have viewed the Shambles but expressed it is too small for their meeting requirements</p> <p>Action: PS and JM to look at the circulation of a postcard to businesses</p>	<p>LD</p> <p>PS/JM</p>
<p>18.3 Local Business Group – Discuss involvement with Bruton Chamber of Commerce</p> <p>Paul Newman and Lara Davis are linking with Bruton Chamber of Commerce</p> <p>LD explained the offer is to create a networking opportunity for Castle Cary as part of Brue Valley Chamber of Commerce. Some businesses have already expressed an interest to become paid members</p> <p>PS offered to be the representative for the Town Council to liaise with the Chamber</p> <p>JM explained it may inspire the businesses to be more proactive in attracting people to the town for all businesses</p> <p>Action: JM to pursue the link initially</p>	<p>LD</p>
<p>18.4 Billboards – March/April</p> <p>LD reported the billboard poster colours are changed monthly now to highlight the change of information</p> <p>18.5 Town Event – update</p> <p>The May Day event will not happen this year due to lack of time and support from the community. Work will start in July in preparation for an event in 2017LD reported on the booking for a two week Art Exhibition during Somerset Art Weeks</p>	<p>JM</p>
<p>18.6 Cary Crier – update</p> <p>SS reported putting a link on the website and PP confirmed numbers increasing</p> <p>18.7 Big Christmas and Christmas lights –working party to be agreed</p> <p>To be followed up at the next meeting</p>	
<p>18.9 Discuss banner designs and Market House external signage and agree plan of action to be proposed to full Council</p> <p>Resolved: Agreed for LD to make the sign with a dark blue background and white font. Text to be altered as agreed. LD to prepare and circulate a sample to all Councillors for next TC meeting along with costs.</p>	<p>LD</p>
<p>18.10 Annual Town meeting – Agree format, publicity etc</p> <p>Neighbourhood plan and Fairfield information to be available to the community</p> <p>Actions: PS suggested using the front cover of the next newsletter to promote the Annual Town Meeting. PP to send Save the Date message via Cary Crier.PS to contact Gill Bagnall for fair-trade drinks and source volunteers to prepare refreshments on the night</p>	<p>LD</p>

	<p>Boards to be put together to explain what the Town Council do SH to contact Maureen Fletcher/Information point to confirm previous year items PS to work with SH 18.11 NW to run regatta on Horsepond Bank Holiday weekend and has requested support to run the event NW has agreed with some exhibitors to display boats and requested permission to reserve the parking beside the pond Actions: SH to request the weed is cleaned from the Horsepond the week before NW stated there will be a collection for the RNLI on the day NW to send text to PP for the Cary Crier and he will notify the Horsepond Inn JM to pursue the making of coffees</p>	<p>PS/PP PS SH/PS NW JM</p>
PC 19	<p>Social Media 19.1 Website – update. Discuss stand alone website for Market House and agree proposal to go to next full Council meeting It was agreed that Lara should register the domain name and website for MH be started if full Council approve 19.2 E-Mail addresses – update SS has increased the data for PS Any future problem that are email based SH to contact Becky Sumpster 19.3 Face book – update SS is deleting items to keep Facebook up to date</p>	<p>LD</p>
PC 20	<p>Policy Documents 20.1 Discuss and decide on a policy for letting space to have tables on the cobbles to ensure equality for all town centre traders in ref to the most recent enquiry from Camilla at Somerset Wine and Deli Resolved: PS/JM to offer trial at £20 per day plus VAT for Thursday Friday Saturday, use of tables managed, cleaned up 20.2 Discuss the documents required to be reviewed and adopted annually at Full Council PS requested all chairs review the standing orders, code of conduct, financial regulation, strategic objectives and feed back by 2nd May</p>	<p>PS/JM Chairs</p>
PC/21	<p>Local and Tourist Issues 21.1 New Tourist leaflet – Town leaflet has been circulated. P&C Committee thanked volunteers for all their hard work on the leaflet. 21.2 Welcome Pack – review folder design Not currently progressed</p>	
PC/22	<p>Youth Matters 22.1 Update- EGM document circulated 22.2 Discuss Stakeholders and support group JM asked CCTC commit the 2016-17 £4000 money and ringfence to be used and ringfence the money going forward to 2017-18 and agree the allocation of £2000 per year to run the youth club Current signatories are continuing whilst the existing funds are used and a new account established It was confirmed County will continue to monitor the quality of the youthwork</p>	
PC/23	<p>Weddings 23.1 Booking update LD reported there are 5 weddings booked with one ceremony 23.2 Publicity</p>	

	LD reported no publicity required at present	
PC/24	Confirm date of Next Meeting and items The meeting closed at 20.55 Big Christmas and Christmas lights –working party to be agreed Town Event 2018 to be followed up and planned	

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