



## Castle Cary Town Council

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### Castle Cary Town Council Marketing, Communication & Human Resources held at 6:30pm on Monday 22 May 2017 at the Market House, Castle Cary:

Present: Judi Morison, Martin Atkins, Justin Birch, Barry Moorhouse, Terry Philpott,  
Sally Snook, Nick Weeks, Barbara Williams

2017	Approved Minutes
MCHR 1	Apologies for absence Pek Peppin, Penny Steiner, Rev Liz Mortimer
MCHR 2	<b>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).</b> No declarations made
MCHR 3	<b>Exclusions of the press and public:</b> to agree any items to be dealt with after the public, including the press, have been excluded.
MCHR 4	<b>Confirmation of the minutes for the Promotion and Communication meeting held on Monday 27<sup>th</sup> March 2017</b> <b>Resolved:</b> Confirmed
MCHR 5	<b>Actions and Reports from last meeting not dealt with elsewhere on the agenda</b> 5.1 Annual Town Meeting JM reported good attendance at the Annual Town meeting 5.2 May Bank Holiday Regatta NW thanked everyone who supported the day. NW requested an article is put in the next newsletter for £250 was raised for RNL <b>Action:</b> JM/CCB to include in the newsletter Special thanks raised for Shepton Mallet Drifters Meeting to be held on 20 <sup>th</sup> June at 6.30pm at the Market House to discuss plans for an event in May 2018

## MCHR 6

### Council Communications/Events

#### 6.1 Newsletter – Report on distribution and the future

Discuss a policy for inserts – Update

The distributor was unable to deliver the newsletter and, therefore, there were some duplications and some missed with the delivery

**Resolved:** BM suggested advertise to tender for distribution to tender for delivery of newsletter for tender to be submitted by 30 June 2017

#### 6.2 Publicity Group – update - Lara

Market Publicity – update. Update on postcard.

LD talked through report previously circulated by e-mail

**Action:** LD to forward Billboard digitally to SS

LD raised concern about fees charged relating to Wake bookings as this requires significant input for support on the level on Weddings.

**Action:** BM to inform the group the fees charged for Caryford Hall

LD presented the layout for the postcard that will not be date specific.

**Resolved:** Agreed to progress with the postcard layout and order.

MA reported completing a review of the audio system stating a price of approximately £300 to upgrade the speakers. It has not been possible to test the hearing loop.

A three way microphone system has been considered

Radio microphones could be used as a pass around system

**Action:** JM, MA, SH, & LD to look into the issues further.

MA offered to attend at the time of getting someone in to test the hearing loop.

**Action:** JM to contact Roy Knapman to pursue testing the hearing loop.

A cost of £295 plus VAT quote has been received today for wifi connection for the projector

**Action:** MA to look into costings for an LED projector with Wifi from IVC which supplied the equipment

#### 6.3 Local Business Group – Discuss result of Bruton Chamber meeting.

LD gave feedback from attending the meeting of Bruton Chamber that some local businesses in Castle Cary wish to join Bruton Chamber of Commerce as they do not wish to create and run one in the town.

**Action:** MA to work with JM to rally round businesses to ascertain if there is an interest in a Castle Cary Chamber of Commerce and to link with the Emily estate. We can offer the Market House as venue to meet at no cost.

#### 6.4 Billboards – April/May

**Action:** JM, SH, to create text for advert and forward to SS to post onto face book

#### 6.5 WW1 Beacons of Light – Discuss

NW confirmed Cary 2000 will run an event

#### 6.6 Big Christmas and Christmas lights –working party to be agreed

**Action:** MA to work with JM at the next Big Christmas meeting on 13<sup>th</sup> June

#### 6.7 Banner designs and Market House external signage and agree a plan of action to be proposed to full Council – update

LD explained two quotes received for signage with the third declining to quote. LD has been unable to find someone who could provide a banner frame and has been referred to a company which would provide a bespoke one.

**Action** LD will pursue for quotes

	<p><b>Resolved:</b> to go with the Preferred Sign and obtain approval from Andrew Tucker</p> <p><b>6.8</b> All Saint's Church -fundraising project JM reported roof work quote £120k with further works making it in the region of £500k with public meeting to discuss to be held at 7pm at All Saints on 23 June</p>
<p><b>MCHR 7</b></p>	<p><b>Social Media</b></p> <p><b>7.1</b> Website – update. Discuss stand alone website for Market House and agree a proposal to go to next full Council meeting.</p> <p><b>7.2</b> Email addresses – update This continues to be a problem as the server is regularly down.</p> <p><b>7.3</b> Facebook – update SS has received good feedback for the postings</p>
<p><b>MCHR 8</b></p>	<p><b>Policy Documents</b></p> <p><b>8.1</b> 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 – Update <b>Action:</b> BM and JM to meet with Somerset Wine to confirm no less than £200 per calendar month <b>Action:</b> SH to forward email to confirm and copy in councillors</p> <p><b>8.2</b> Review the policies which are required to be update biennially at Full Council. Policies distributed: Lone working policy Equal ops policy Safeguarding children relates to links with children under 18 <b>Resolved:</b> to adopt the reviewed policies for another two years. <b>Action:</b> BM and JM to work on terms of reference and format to be standardised to include the date of review.</p>
<p><b>MCHR 9</b></p>	<p><b>Local and Tourist Issues</b></p> <p><b>9.1</b> Welcome Pack – review folder design – prices. LD stated the folder was too expensive to pursue NW stated that there may be an option to move forward on this as the new housing developments progress</p> <p><b>9.2</b> Town Wifi – discussion <b>Resolved:</b> not to progress due to cost and may be detrimental to local businesses who offer this free service.</p> <p><b>9.3</b> Name badges and lanyards LD reported prices for lanyards are reasonably priced <b>Action:</b> LD to progress the purchase of short lanyards for staff, volunteers and Councillors <b>Action:</b> SH to purchase some hi-vid vests</p>

<p><b>MCHR 10</b></p>	<p><b>Youth Matters</b>  <b>10.1 Update</b>  JM reported Youth Club are in urgent need of volunteers  JM thanked Fray for his commitment  <b>Action:</b> SS to make contact with Fray Cronie to put something out on Facebook</p>
<p><b>MCHR 11</b></p>	<p><b>Weddings</b>  <b>11.1 Booking update</b>  LD reported the first wedding will take place on Friday 2<sup>nd</sup> June  NW confirmed he is liaising with Pam Williams and Peter Biggenden about the state of the flagstones and wooden flooring.  SH confirmed gutters are cleaned out every time the roof is cleaned  NW has requested notification for the remaining amount of the dowry.  <b>Action:</b> SH to contact Di Lazell to raise detailed breakdown maintenance recharges quarterly and not annually.  TP reported the draft lease is being pursued by Pam Williams for the Market House Asset transfer  <b>11.2 Publicity</b>  LD confirmed £25 has been paid to advertise in Wedding Venues in Somerset</p>
<p><b>MCHR 12</b></p>	<p><b>Human Resources</b>  <b>12.1 Induction for new Councillors</b>  <b>Action:</b> TP to forward presentation to JM  <b>Action:</b> TP to order two new copies of Being a Good Councillor. The new Councillors will receive an electronic copy.  <b>Action:</b> JM to circulate dates for training for new Councillors</p> <p><b>12.2 Market manager update</b>  JM reported AP has requested to reduce the time that she covers the market and would like to subcontract to Ed who has been covering in her absence  JM requested an additional Councillor stands on the group. NW stated he would support the group for the time being</p> <p><b>12.3 Bookings and Promotions manager update</b>  JM reported there will be a meeting held with the AB to discuss her return and this will ascertain a date to give inform LD</p> <p><b>JM closed the meeting at 8.27pm</b></p>
<p><b>MCHR 13</b></p>	<p><b>Dates of next meetings – Mon 24<sup>th</sup> July, Mon 25<sup>th</sup> Sept, Mon 27<sup>th</sup> Nov at 6.30pm in the Market House</b></p>