



**Castle Cary Town Council Marketing, Communication & Human Resources
held at 6:30pm on Monday 24 July 2017 at the Market House, Castle Cary:**

Present: Judi Morison, Barry Moorhouse, Sally Snook, Anna Branson, Lara Davis

Officer Present : Claire Craner-Buckley

2017

Approved Minutes

MCHR 14 Apologies for absence: Nick Weeks, Debra Henderson, Barbara Williams, Terry Philpott, Penny Steiner, Justin Birch, Martin Atkins, Pek Peppin

MCHR 15 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).

No declarations made

MCHR 16 Exclusions of the press and public: to agree any items to be dealt with after the public, including the press, have been excluded. 25.2

MCHR 17 Confirmation of the minutes for the Promotion and Communication meeting held on Monday 22nd May 2017

Resolved: Confirmed

MCHR 18 Actions and Reports from last meeting not dealt with elsewhere on the agenda

18.1 Newsletter delivery – Update

Caryford Hall team to deliver the newsletter. BM has produced an agreement for them to sign. They will deliver to each residential address. In addition there are bulk drops eg: Doctors Surgery, Post Office, Railway Station, Library, Market House, Ansford School, Leisure Centre also to be done. Delivery expected from printers 15-20 August. Liz Middleton to be contacted.

Action: Agreement to be signed and JM to inform of the bulk delivery venues and numbers of copies

18.2 High vis vests – Update

Action: Sue to buy.

18.3 Update from the District Council re: request for quarterly charges – SH.

Action: SH asked to do quarterly.

MCHR 19 Council Communications/Events

19.1 **Marketing & Publicity & weddings** – Update- Lara's report circulated.

LD gave an update.

1. **Wedding** last weekend: they had 65 sitting down for the ceremony. The demands on the Bookings and Promotions manager's hours have made us consider a list of 'what you can expect from us' i.e. The number of meetings and the length of them.

Action: Anna & Lara to draft revised terms & conditions for weddings.

Two weddings booked for next year.

LD reported that all her e-mails disappeared from her in box whilst she was working remotely. It had been reported as an issue but the problem hasn't been solved by our webpage provider.

2. **Exhibition** in August: Lance Clark in Market House. Opening Night/Private View. Commission basis discussed and a minimum income. It will be curated by his agent.

BM: suggested negotiate a fixed minimum fee if no sales.

3. **Pizzarova** is returning next week. They have their own street trading licence. Days being discussed: probably Wed. Conflict with The Gallery if do a Thursday. 6-8.30pm likely time.

LD reported that the Bollards have become rusted and she wishes to purchase coded padlocks which will reduce issues with keys.

Action: MS is purchasing some.

4. **Kate Lynch Artist: West Country Artist** on the Levels. She painted the work in the entrance as a community project. She would like to do a talk here. JM is meeting her tomorrow to discuss dates/ probably a Thurs/Friday Evening. Anna to assess if can do the work involved if includes sales of paintings or Kate could just rent room.

Financial Report: Discussion re Avalon computer bookings system which doesn't 'speak' to Sage and therefore a predicted income is provided as an indication for the future and the actual income is provided through Sage.

Coffee Mornings donations are for the Market House. A regular report was requested for this meeting and BM is working on one. The donations suggested are 10% of takings.

19.2 **Monthly Vintage market-** Paper previously circulated.

Full Council agreed to contract with Ange Piggott to run three in Sept, Oct & Nov. We will support promotion on social media & web page. Ange is the contact not Lara/Anna.

19.3 **Local Business Group** – Update

JM: Would like one more stab at offering support for a 'Chamber' & has emailed Pam Williams at SSDC. CC businesses will be encouraged to join a local Business Group: The Bruton Chamber is open to Castle Cary businesses. Sally Manning from Battens continues to run monthly business networking lunches.

BM: CCTC have put a lot of work into this in the past. Agrees CCTC should hold one more event, offering The Market House on a complimentary basis.. Barclays Bank issue may galvanise local businesses to work more closely together. There is a fortnightly Blackmore Vale Business breakfast held at the George.

The Emily Estate link was discussed.

Action: JM to action

19.4 **Big Christmas and Christmas lights** – Update

MA has sent a website link but BM says please can MA recommend which we should purchase. £1000 budget: need to spend it well.

Action: JM speak to MA. LD is waiting for advice.

19.5 **Banner designs, hand rail and Market House external signage-** Update

LD, waiting for Andrew Tucker for LBC re handrail. £250 quote received.

Action: LD will chase.

Banner design is expensive £200, not worth doing for just a metal backing. Discussion.

No further action.

BM has purchased a vinyl cutting machine which he is happy to make available to the TC as long as we provide the materials.

19.6 **Projector** – Proposal to accept quote for wifi connection to upgrade to wifi connection. SH has the quote has to inc wifi. LED cost quote awaited from MA.

NW has advised that existing kit was very expensive so the decision needs to be balanced.

Action: More info needed. SH to pursue the total cost including the possible software additions

19.7 Update on **hearing loop**

This has been tested and it is working.

No further action.

MCHR 20

20.1 **Review of charges re wakes-** Discussion. We are pleased that more local one wakes are taking place in the Shambles. A suggestion to ensure that all needs were met for the family was to create a list of charges to include the number of meetings/hours the hirer can expect from us.

Action: Anna/Lara Review terms & conditions to include expectations of meetings with the Bookings Manager

MCHR 21 Website

21.1 **Website** – update. Presentation of costs

LD has finished the Market House website & is ready to send to us for all to comment on. It is mobile friendly & low budget on 'Weebly' website builder. We will need to pay for the domain name £5 a month basic charge. There will be links to/from main site & Facebook. It will be an on line brochure but not a bookings diary. £60- 300 a year.

MCHR 22 Policy Documents update

22.1 **Review the training policy-** circulated

Reviews as follows: Take statement off the bottom. Cover sheets to be done & uploaded onto website.

BM reviewed 24.7.17. All voted in favour/gave approval.

Action: JM.

22.2 **Review the terms of reference for MCHR**

BM & JM have reviewed the document.

Noted: make amendment to Chair. Not Chairperson. Take date out from bottom.

Discussed & all gave approval.

Relevant section have to go to P & I Committee.

General & MHCR terms accepted by this Committee.

Action JM to take the Properties and Infrastructure terms of reference to the next meeting for approval and then publish all on the website and ensure all are printed for a hard copy file

MCHR 23 Local and Tourist Issues

23.3 **Name badges and lanyards**

Plain or printed lanyards, printed/ with logo are much more expensive. Agreed to order 50 plain. Photographing Councillors discussed.

Action: LD to organise photographs

MCHR 24 Youth Matters

24.1 Youth Council- Update

The first meeting had two young people attend. They were briefed by the County Youth Worker and have plans to recruit more people. They will also open a FB page at the next meeting 'Cary and Ansford Youth Council'

Youth Club No update from the Youth Club which is taking a break this summer.

Nick Weeks' meeting with the cricket and football club went well and they are keen to support the youth club using the premises as long as they have some discussions with Fray.

Action JM to talk to Fray about processes liaising with NW

MCHR 25 Human Resources

25.1 Induction for new Councillors-Update

Folder updated by Dep Clerk with current policies & Councillor induction paperwork.

Our thanks to Claire for undertaking this.

25.2 Item in camera Pay review for Town Clerk- Recommendation to be circulated
Discussed in camera.

25.3 Staff- Update

LD will leave by end of August. Handover back to AB is in progress.

Thank-you to Lara for all her hard work & valuable contribution to CCTC & the Market House bookings including her website & social media work & work with the weddings.

JM closed the meeting at 8.00 pm

MCHR 26

Dates of next meetings – Mon 25th Sept, Mon 27th Nov at 6.30pm in the Market House

