

Castle Cary Town Council Promotion and Communication Committee

Minutes of the meeting of the Promotion and Communication Committee held on Monday 9th February 2015 at 6.30pm at the Market House.

Present: Judi Morison (JM); Sally Snook (SS); Penny Steiner (PS); Liz Stokes (LS); Pek Peppin (PP); Angela Piggott (AP); Laura Tilling (LT)

1	APOLOGIES for absence: Terry Philpott	
2	Confirmation of minutes of the meeting held on 13 October 2014: Agreed as a correct record	
3	<p>Matters arising not dealt with elsewhere on the agenda</p> <p>3.1 Progress with App: All those able to, agreed to spend a few minutes looking at the app and to report back problems and praise to LT.</p> <p>3.2 Together magazine: LS to ask David Elson, Chair of APC, about the possibility of a joint submission from APC and CCTC.</p> <p>3.3 Inclusion of reference to young people in council agendas: Await outcome of Strategic Objectives discussion, as young people likely to be broadened into wider range of minority groups.</p>	<p>All</p> <p>LS</p> <p>Agenda</p>
4	<p>COUNCIL COMMUNICATIONS</p> <p>4.1 Newsletter – More input from councillors would be welcomed. LT would ask Deputy Clerk to remind of deadlines about 2 weeks before deadline. Next deadline is Thursday 23rd April.</p> <p>4.2 Publicity group – next steps. After discussion agreed that proposed group would not meet, but we would await appointment of Bookings and Promotions Manager, who would be expected to spend significant amount of time on PR and publicity, and to take a lot of the initiative in this area. Agreed he/she would report to Prom and Com as his/her support team, and would need to follow Council policy on the production and sharing of publicity material and press releases.</p> <p>4.3 Plans for Annual Town Meeting. Date: 19 May 2015. Agreed format to be as last year, as follows:</p> <ul style="list-style-type: none"> • help needed from 5pm to set out tables etc • community group information stalls to set up from 6pm, ready by 6.30pm • “milling around” time til 7.30pm, with fair trade coffees etc. No alcohol. • Formal meeting at 7.30pm. LS to introduce, then new chair to present. • Inputs from various councillors on particular developments. <p>Displays: Invite all community groups – expand space using gazebos etc</p> <p>Presentations: include major town council and town initiatives (eg Neighbourhood Plan Group, Cemetery Chapel, Fairground Field etc etc) LS and LT to meet to agree details. LT to organise letters inviting groups to participate.</p> <p>4.4 Plans for Networking coffee morning. Date: 1st August. Format as usual.</p> <p>4.5 Weekly update for Councillors, volunteers and staff. After discussion agreed that LT ask clerks to copy Information Desk vols and CCTC staff into information emails when appropriate.</p>	<p>LT</p> <p>All</p> <p>LT</p> <p>LT</p>
5	WEBSITE – Update. SS explained that new website to be sourced from Design Somerset (1 of 3 quotes obtained). Easy to manage with different log-ins for different people. Basic cost of website £1500, plus £500 for training. Small group (JM, SS, LT, AP) to meet to look at how we want it to be structured.	Group

6	<p>LOCAL AND TOURIST INFORMATION ISSUES</p> <p>6.1 Cemetery Chapel</p> <p>6.1.1 Plans to review Lettings Policy for Cemetery Chapel. <i>Recommendation:</i> a hiring charge of £5 per hour. Few facilities so market unlikely to go above this. LT to ask Friends to suggest amendments they want to the lettings policy.</p> <p>6.1.2 Consideration of separate website for Friends of the Cemetery Chapel. <i>Recommendation:</i> that CCTC pay for the first year of a website for the friends of the cemetery chapel, cost £78</p> <p>6.2 Footpaths Officer – Clive Hooper and his wife Teena had taken on this role. LT to invite them to a main Council Meeting, and to give a brief input at the Town Meeting.</p> <p>6.3 Circus – update. LT to provide contract of services, possibly based on letter Deputy Clerk uses for the annual fair.</p> <p>6.4.1 Great British High Street Awards. JM to circulate criteria and information. Also recommends collection of photos to illustrate liveliness of town.</p> <p>6.4.2 Heart of Wessex Grants – next steps. Small group to meet to discuss ideas. JM, LT, AP</p> <p>6.5 Tourism volunteers – issues around taking money for tickets etc. LT to ask TP what might be the possible solutions.</p>	<p>LT</p> <p>Council</p> <p>Clive</p> <p>JM</p> <p>JM, LT, AP</p> <p>LT</p>
7	<p>FINANCE</p> <p>7.1 2015/2016 Precept – summary of funding for Prom and Com activities already dealt with at Finance.</p>	
8	<p>STRATEGIC OBJECTIVES AND COUNCIL POLICIES in relation to Prom and Com committee – see attached paper.</p> <p>Strategic Objectives: LT to forward LS current document; LS to circulate to councillors asking for any essential amendments.</p> <p>Council Policies: Cttee looked at the section relevant to Prom and Com. Comment:</p> <p>Section 4.1: Keeping the Community Informed.</p> <p>Implementation good. Planned website redevelopment; Chair's "Surgeries" new, so still developing, scope for more use of social media.</p> <p>Section 4.3: Consulting with the community.</p> <p>Implementation good. Add ref to Info desk volunteers as helpful contact with public.</p> <p>Section 4.4: Seeking advice and help from the community.</p> <p>Implementation good. Consider collaboration with outlying parishes.</p> <p>Section 4.5: Accessibility. Generally good implementation. Use hearing loop at public meetings.</p> <p>General conclusion: Policy stands up well to examination. A few areas for development.</p>	
9	<p>YOUTH MATTERS</p> <p>9.2 Strategies for consultation with young people on Town Council issues. (eg in relation to Pither Memorial Project, Fairground Field etc.) LS reported on good session with Ansford Academy student council, and anticipated further involvement.</p> <p>9.3 Mock election for young people – a proposal. LT said she was no longer interested.</p> <p>9.4 Ansford Academy – School Council . See above</p>	
10	<p>ANY OTHER BUSINESS : Request by Rich Arnold to be Town Crier. Agreed "Audition" at networking coffee morning.</p>	
11	<p>CONFIRM DATE AND VENUE OF NEXT MEETING: 6.30pm on Monday 13th April</p>	