



Castle Cary Town Council

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Castle Cary Town Council Promotion and Communication Committee

Monday 9th November 2015 at 6.30 at The Market House in the Clerk's Office

Minutes

2015	Present: Penny Steiner (PS) (Chair), Laura Tilling (LT) Liz Stokes (LS),, Sally Snook (SS), Terry Philpott (TP), Judi Morison (JM)	Action and completion date
PC/21	Apologies for absence Peter Creedy and Barry Moorhouse Anna Branson (AB) on leave	
PC/22	Confirmation of minutes of the meeting held on 16 July 2015 Prop LT Sec SS Confirmed (PS has left a copy signed on the desk)	
PC/23	Matters arising not dealt with elsewhere on the agenda Policy documents to be presented at full council: Press release policy Actions points: Discussion re the placement of actions. A reminder to all TCs- we need all action points on minutes to be addressed as noted in the final column. LT to look at the formatting of the template for agendas and minutes by the next meeting in January all Councillors to note	LT & PS to initiate document by the next meeting (January 2016) LT (January meeting)

PC24

Council Communications

24.1 Newsletter – copy for next edition of newsletter at the printers. 2016 Delivery schedule is published and circulated. New design has been discussed discussed by Anna, Ange and Penny. No radical change proposed but a draft will be ready for the next meeting. Church logos on the top may be changed and a seasonal logo used. Suggestions will be presented to the next meeting. Next newsletter will be available on the website as soon as it has been typeset and gone to the printers. Proposal agreed by the whole group.

Proposal that an electronic copy is emailed to interested parties who don't live in the area.

24.2 Publicity Group – Anna's Report (circulated prior to meeting)
Update: Shop local flier has been received well by businesses and feedback received. Cost of £187.00 to print 2000 for circulation in newsletter agreed by all

24.3 Chair's Surgery – Feedback
LS has session on Tuesday 10th November. The session has been promoted by the Western Gazette.

24.4 Gateway Signs – update
PS and AB have been to see the sites with a builder. One sign from Grove Cross is under discussion. The additional pieces to be slotted on. ('Free parking' and 'independent shops') are not included in the quote. All agreed that we should pay the additional £192 + VAT.
Proposal by PS seconded by LS and agreed by all

All brown signs to be cleared up by Colin Fletcher
The blue signs will remain

24.5 Coffee mornings / events – dates for 2016
12/6/15 weekend HM the Queen's birthday the church will be organising scarecrows for the town

The group discussed whether the TC should be responsible for organizing a town event on 1 May 2016
LT suggested that ideas for a town event should be put to the town in the next newsletter saying that the use of the council's properties would be available free of charge.

LS & PS to prepare the list & when available to email

PS copy for the next newsletter

<p>PC/25</p>	<p>Website</p> <p>25.1 Website update We need to ensure that all information is correct on the events page. LT will try to put the information on the page. SS offered to attend a volunteer's tea party to train volunteers</p> <p>Agendas & draft minutes of committee meetings need to be up to date on the website and on public display. PS to talk to MF re displaying the agendas and access to the minutes</p> <p>AB is doing a update for the website for the Market House for marketing purposes.</p> <p>25.2 E-Mail addresses LS still having problems.TP having a problem accessing with his lap top. SS said that it is possible that the settings need to be adjusted on the website. TP to see Becky. LS has consulted her technician re her firewall</p> <p>25.3 Town App update The committee agreed that the council would no longer work on the Town App. It was suggested that local businesses should feed their information into it if they wish to. PS will mention at the next Local Business meeting</p> <p>25.4 Face book update Over 1000 hits on FB TP has contacted Cosmic training to deliver in Somerton and will open the opportunity for training to CCTC</p>	<p>LT to investigate asap</p> <p>PS by 1 December</p> <p>AB</p> <p>PS</p>
<p>PC/26</p>	<p>Local and Tourist Issues</p> <p>26.1 Footpaths officer – update Clive Hooper is the representative and his team of volunteers. He is responsible to SCC. We will address this in the new year. LT to establish the role of the Footpath's Officer and what progress CH has made by next meeting</p> <p>26.2 LIC Review Tea parties regularly happening. The LIC team has decided to stay open until 2.00pm everyday except Thursday when it will close earlier at 12.00. It remains open until 4.00 on a Friday</p> <p>SSDC publicity boards for poster display need new plastic fronts on them PS wants the billboards to go into the notice boards. LS to talk to AB re the responsibility for updating the boards asap</p>	<p>LT (January)</p> <p>LS & AB & John Hatton (January meeting)</p>

<p>PC/27</p>	<p>27. Finance 2016 Budget PS presented the proposed budget Amendments: Website: SS reminded the group about the costs of the website management £250 as budgeted might be low. TP suggested £400 all agreed Phones: It was agreed that phones should go under admin (£200) Photocopying: No costs should be allocated for photocopying Welcome Pack Tourist leaflet: Money in earmarked funds so no allocation in 1016 budget Neighbourhood Plan: proposal to earmark the £1000 from 2014/15 budget. No allocation for 2016/17, as the group is applying for funds - all agreed Bookings and Promotions Manager: 50% split - TP to advise of the on costs for NI all agreed. TP is undergoing a pension review in Somerton and will report back to CCTC. All agreed that we would support any additional costs. Promotion and advertising for events - <i>proposal of £3000 (amalgamating the whole marketing budget). All agreed</i></p>	<p>PS to amend and present the budget to TP by 16/11</p>
<p>PC/28</p>	<p>Youth Matters 28.1 Review of stakeholders meeting-JM has distributed a full report for the full council meeting</p>	
<p>PC/29</p>	<p>Confirm date of Next Meeting – Monday TBA 6.30 Market House</p>	