



Castle Cary Town Council

The Market House
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Castle Cary Town Council Promotion and Communication Committee at 6:30pm on Monday 14th November 2016 at the Market House, Castle Cary

Present: Penny Steiner, Chair, Martin Atkins, Terry Philpott, Barbara Williams, Liz Stokes, Judi Morison, Lara Davis

Officer Present: Sue Hake, Town Clerk

No members of the public were present

2016	MINUTES	
PC/65	Apologies for absence Pek Peppin, Barry Moorhouse, Nick Weeks	
PC/66	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). None declared	
PC/67	Exclusions of the press and public: to agree any items to be dealt with after the public, including the press, have been excluded. No Items excluded	
PC 68	Confirmation of the minutes the Promotion and Communication meeting held on Monday 12 September Minutes confirmed	
PC/69	Actions and Reports from the last meeting not dealt with elsewhere in the agenda 69.1 Vintage photo calendar update Councillors were informed this is at the Printers and funding being raised for Care for Cary	
PC/70	Council Communications/Events 70.1 Newsletter – copy date for next newsletter 17 January 2017 The current Newsletter is ready to deliver a week ahead of schedule along with an insert from Use Less Share more for a recycling advert with the aim to donate funds raised for a specific project item 70.2 Publicity Group – Lara’s Report (circulated prior to meeting) LS thanked Lara for circulating such a comprehensive report PS informed the group a combined ad designed by LD has been placed in the Visitor Market Publicity – update The traders, Market Manager and Bookings and Promotions Manager have circulated flyers to promote the Market. PS asked councillors to collect leaflets from Lara and distribute to places on Lara’s list. 70.3 Local Business Group – update The group meeting organised by Battens was joined by the representatives from both Bruton and Wincanton Chamber of Commerce. 70.4 Billboards – November/December -ongoing	

	<p>70.5 Town Event – Vintage Market 2017 – update To revisit again in the New Year</p> <p>70.6 Cary Crier – update Numbers continuing to grow</p> <p>70.7 Big Christmas and Christmas lights –working party to be agreed to put up decorations. Lights to be put up and decorate pillars with greenery on the weekend of 26-27th November in preparation for the switch on of the lights at 4pm on the 3rd December. Action: Email to be circulated by LD to advise local businesses of “Switch on Saturday”.</p> <p>70.8 Christmas social 2016 Action: Proposal to go to Full Council to ratify suggested funding of up to £150 to be made by the Council to go towards the costs of the event.</p> <p>70.9 Discuss banner designs and Market House eternal signage SH enquired if a new Town Council Notice board could also be considered Action: LD to bring some ideas to Prom and Com January meeting</p>	<p>LD</p> <p>PS</p> <p>LD</p>
	<p>Social Media</p> <p>71.1 Website – update. Discuss stand alone website for Market House LD explained about options to set up a dedicated domain name to promote the Market House further and links could be made both from and to the Town website and the Bookings and Promotions Manager to be responsible for updating in the future. Action: LD to come back with a proposal in January with costings and options at three levels Action: TP to forward a report he has completed to link with external organisations to the Market House Management group</p> <p>71.2 E-Mail addresses – update and discuss SPAM issues Action: SS to forward email to all councillors and staff to request everyone provides responses on any issues with the e-mails by a specified date. SS will then discuss with Becky Sumpster</p> <p>71.3 Face book – update Numbers are continuing to increase</p>	<p>LD</p> <p>TP</p> <p>SS</p>
PC 72	<p>Policy Documents</p> <p>72.1 CCTC Meeting schedule 2017-to be circulated PS has circulated to all councillors to be agreed at full council</p> <p>72.2 Advertising policy for website and Facebook (circulated) PS read feedback from the volunteers specifically raising the issue of local businesses requesting advertising on the website. It was agreed that businesses should not have entries on the town Facebook page Action: PS to go back to Sam and Paul with suggestion the Council could provide a small grant to the business group to create and establish a business Facebook page. Action:SS will amend the sentence about the flyers in the policy & forward amended advertising policy to SH for distribution with Full Council Agenda.</p>	<p>PS/SH</p> <p>PS</p> <p>SS/SH</p>

PC/73	<p>Local and Tourist Issues</p> <p>73.1 New Tourist leaflet PS informed the group the leaflet will be updated in the current format and would go to print in January 2017.</p> <p>73.2 Welcome Pack PS suggested that folder specific to Castle Cary for Welcome Packs be produced that could also be used for Market House and Castle Cary promotion packs</p> <p>Action: LD to prepare a template and obtain costings.</p>	LD
PC/74	<p>Finance</p> <p>74.1 2017 budget prep</p> <p>Action: SH to circulate the work on the budget for all Councillors to consider</p>	SH
PC/75	<p>Youth Matters</p> <p>Update JM gave an update and is looking at local organisations and the possibility of shared premises There is a very low interest to attend a youthclub so other options are being considered. JM confirmed the budget requirements are still required for this</p>	
PC/76	<p>Weddings</p> <p>Wedding event report There are four bookings confirmed with a further four progressing with enquiries.</p>	
PC/77	<p>Castle Cary Museum</p> <p>77.1 – Update on working together To receive update at the next meeting as PP unable to attend</p>	
PC/78	<p>Confirm date of Next Meeting and agenda items– 23 January 2017 Meeting closed at 8.31pm</p>	