



APPROVED MINUTES

**Castle Cary Town Council Marketing & Communication Committee
held at 6:30pm on Monday 24th June 2019 at the Market House Castle Cary:**

Present: Penny Steiner; Judi Morison; Hedge Burley; Nick Weeks; Sally Snook; Bob Gilbey; Justin Birch; Nick Crowley; Rob Worth; Philippa Biddlecombe; Steve Biddlecombe

5 members of the public present

Officer Present: Holly Callow – Bookings & Promotions Manager

18.30 The chair allowed a public open session

Public comments:

Two members of the public discussed the installation of a blue plaque for Macmillan at Cumnock Terrace, Castle Cary; Confirmation that 12 Cumnock Terrace was Macmillan's birthplace and research into plaque purchase has begun. NW discussion around putting plaque up and gaining retrospective planning permission. 10th August is Macmillan's Birthday so would be nice to have unveiling then. Wording discussed and CCTC possibly to be named. Listed building consent required. Resolution under MCC 11 in Agenda.

Two members of the public discussed the Horsepond Restoration Project. £6,000 raised so far. Phase one of planting to commence 17th July. Local skilled people have been found to complete work. NW has asked to be kept updated regarding culvert as we do not currently have repairs in the budget. Horsepond representatives asked the Council to release approx £4,000 in funds. JM has asked for invoices ASAP and they can be approved at the next Full Council meeting. RW offered to help with repairs. Discussion around suitable plants and design.

Action: RW, NW and Horsepond group to meet before 17th July to look at repairs needed. Horsepond Team to write a brief piece for next newsletter.

One member of the public came to represent the Museum. New noticeboard has been erected on the front railings at Market House. Museum feel this covers their current signage and they would have liked to have used this space for a new Museum sign. Museum representative has requested for a sign to please be put up to advertise the Museum more fully. PS acknowledged and we have noticeboard on the agenda.

18.59 – The chair brought the public open session to a close and five members of public left.

2019

MCC 01 Apologies for absence

Margaret Bebbington, Pek Peppin

MCC 02 Declarations of interest. Members to declare any interests they may have in agenda items that accord with the requirements of the Councils Code of Conduct, and to note the grant of dispensations made by the town clerk in relation to the business of this meeting.

No declarations made

MCC 03 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

MCC 04 Confirmation of the minutes for the MCC meeting held on Monday 29 April 2019

Minutes Confirmed

MCC 05 Actions and reports from last meeting not dealt with elsewhere on the agenda

- Still no contact with Ian Davies at The Newt regarding footpaths. **Agreed** that PS will persevere with communication attempts.
- HH reported no progress with Drugs Bus. **Agreed** to pursue as although quiet on the drugs front at the moment, this is an ongoing issue and should be addressed. HH will approach school again.
- Market House toilet facilities – JM, NW & PP had a meeting with Museum who are not averse to us using their toilet when we are busy. They have a very high water bill which we will look in to when the new Clerk is in place. NW suggested we need a meeting with tenants to discuss processes such as fire alarms etc once Clerk has started full time.
- Address of the Newt; Historically the house was a part of Bruton which is why they have used that address although it is still a Castle Cary postcode and phone number. **Agreed** that the Council will not take this any further.

MCC 06 Council Communications/Events

a) Marketing & Publicity– Update – Holly’s report to be delivered at the meeting
Short report to update on weddings of which there are two left this year and two booked for next year, and bookings which are steady. Marketing to be ramped up once new Clerk is in place and HC has more time freed up during the week.
PB excused herself at 19.14 – returned at 19.16

b) Notice boards – update and discuss
New Council noticeboard has been placed at front of MH (previous noticeboard was on side, new noticeboard ordered with belief that it would be in same place as previous). PS discussed her thoughts on placement and new Museum sign. Agreement that Museum should have a sign. Decided that a project group will be made for signage.
All councillors except JM PS NW & HC left at 19.20 to look at signage returning at 19.24 and generally thought that it should be on the front of the MH.
Resolved to create project group to include PS, NW, JB, SB, RW, NC and possibly PB to make further decisions on signage. To include decisions on new noticeboard, another refurbishment of Post Office noticeboard and gateway signage.
General discussion then took place about other local signs compared to ours and the overgrown grass at the tollhouse.
Resolved: NW suggested we look for a contractor to mow around tollhouse and agreed.

c) Website / e-mail review update /office software update

SS update; Milborne Port now has control of our email systems. Events being submitted are going to old webmaster address

Action: SS in talks with Jimmy and Becky to sort any website issues.

d) Eat Festival 2020 – Review and agree charges for hire of building

Booking application for 2020 received. Discussion around the day of the event: Saturday or Sunday. Discussion also held around whether we should supply Market House for free or at a charge.

Action: NC will take a general discussion regarding day of event to CoC.

Resolved: To supply the Market House free of charge to Eat Festival 2020

e) Castle Cary Regatta – date for 2020 due to bank holiday date change

NW believes it is time to cancel regatta due to planting going ahead in Horsepond as there may not be space for boats.

Action: MCC will have further discussions once planting has occurred and see what it looks like. Discussion also to be had around whether Christmas tree will still fit in Horsepond.

f) The Chamber of Commerce – update

CoC held a social event for recruitment recently. SS suggested that CoC could be more flexible as not everyone can attend every Tuesday at 6pm.

Action: NC and PS to liaise with CoC.

g) Welcome Pack – review the sample and agree the way forward

Money in 106 for welcome packs which could be used for contents. Cooper and Tanner have offered to sponsor the folder itself and printing. NW would like to thank the volunteers for their work up to this point.

Action: HC and PS to take the mock up to Cooper and Tanner and ask if they are still willing to support.

h) Newsletter – Establish a working group to review the format

CCB would like to update newsletter. Discussion including: Acknowledgement that there is no money in the budget until next year but can start to consider now; open discussions with together magazine and look at the possibility of working with them.

Action: Working group to be put together to include PS, CCB, HC, Lesley (volunteer), PB, JM. 1st meeting planned for 12th July. PB gives apologies as away.

i) To consider adding an animated video about Castle Cary to the website.

Discussion included comments that video is very good and clever, but does not represent CC in a positive light. Councillors watched the video.

Resolved: Unanimously voted against putting it on the website.

Rob Worth left the meeting at 20.00.

MCC 07 Weddings

a) Wedding bookings – update

Update included in MCC 06 a.

Action: Take off future agendas.

MCC 08 MCC Finance/Budget

PS cannot comment until new Clerk in position and can look over income and expenditure. PS believes we have not spent a large percentage of budget but will confirm.

Action: Discuss at next finance meeting 8th July, 6.30pm.

- MCC 09** **a) Tuesday Market** – Report. Review letting of market stalls on a short term let over the summer months
 b) – Marketing plans discuss

Angela has provided a report. New stalls including greeting cards and new electricity scheme declined so as not to effect businesses in town. AP believes we need more visitors, and is relying on the Newt bringing more. AP looking at advertising and signage outside of town. Rent charges for stallholders not to go up currently as we are competitive with other markets.

Agreed to have a stall that could be rented to different local business people each week. Examples include people with extra produce from garden, pottery, start up businesses etc.

- MCC 10** Marquee and gazebo hire charges – Review
 (current charges £50 marquee £25 per gazebo)

Discussion around use of gazebos and whether cost is still appropriate due to setup, cleaning and storage costs. SS spoke about insurance and whether we should charge a deposit. JM has suggested PS & HC can make decisions regarding this.

Action: JM will look in to Caryford hall request to use them.

Resolved: PS & HC to make decisions regarding marquee and gazebo hire

- MCC 11** Blue Plaque installation at 12 Cumnock Terrace (birthplace of Douglas Macmillan)
 Discuss installation and cost

Discussion during public open session

Resolved: Unanimously decided Blue Plaque should be erected at Cumnock Terrace.

Residents and CCTC to liaise

- MCC 12** Discuss request from the Carnival Society for a grant and agree a policy for giving such a grant

Councillors highlighted that we pay for street scene to clear up after the event and will also provide the Market House for free.

Action: To question Carnival regarding policy of whether contribution will be given out to charity again or used for the carnival. Noted that we value the carnival.

Resolved: To provide Market House for free and to continue to supply street scene.

- MCC 13** To consider how to help the Royal British Legion to advertise for volunteers to help with the poppy appeal and organizing wreathes for Remembrance Day.

PS reported that Simon Bebbington has agreed to run the poppy appeal. All agreed that Bridget has done a fabulous job up until now.

Action: PS will introduce Simon to Commander Thring.

- MCC 14** **LAMP** – update

Action: Meeting to be held with ideas for new courses chaired by JM.

- MCC 15** **Library** – update

Fundraising event at Methodist Church coming up. Numbers have increased and the group is very enthusiastic.

- MCC 16** **MTIG** – update

Discussed at town council meeting.

- MCC 17** **Youth**

a. Youth Matters – update

Meeting held recently. JM discussed Wild East Partnership, JM attended event, looking at local projects. CATCH is a project on the river in Wincanton; the man who runs this might help with Fairfield. Filmmaking company are keen to put on film in October half term in Castle Cary, Wincanton and surrounding areas – MH offered with use of black out windows.

b. - Youth Club – update

Around 20 children are regularly attending Youth Club at the Swainson building and as such, it is getting overcrowded.

Resolved: To hold meetings at the Pavilion over the summer.

Action: JM to propose bursaries for NCS courses thought the summer.

MCC 18 Date of next meeting **Tuesday 27 August** 2019 6.30pm at the Market House

Meeting closed at 20.31