



APPROVED MINUTES

Castle Cary Town Council Marketing & Communication Committee
held at 6:30pm on Monday 27th August 2019 at the Market House Castle Cary:

Present: Penny Steiner; Judi Morison; Sally Snook; Justin Birch; Philippa Biddlecombe

1 member of the public present

Officer Present: Holly Callow – Bookings & Promotions Manager

18.31 The chair allowed a public open session

Public comments:

Vintage Market: AP reported footfall is dropping, she believes this is because market is held on Sunday and there are no shops open and nothing else in town to bring in customers. AP would like to move Vintage market to a Saturday, this would coincide with Saturday coffee mornings. AP believes there is room to accommodate the coffee mornings within the Vintage Market. Discussion held around time of market, morning or afternoon.

Member of public left at 18.42

Meeting officially opened at 18.42

Before the meeting there will be a public session to enable people to ask questions of the Council and make comments. Questions not answered at this meeting will be answered in writing to the person asking the question or may appear as an Agenda Item for the next meeting. Members of the public are asked to restrict their comments, and/or questions to three minutes.

2019

MCC19 Apologies for absence

Hedge Burley; Nick Weeks

MCC20 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

MCC21 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

MCC22 Confirmation of the minutes for the MCC meeting held on Monday 24 June 2019

Minutes confirmed

MCC23 Actions and reports from last meeting not dealt with elsewhere on the agenda

MCC05

PS has not been able to contact Ian Davies, but will persevere
HB not present but PS believes she is still pursuing Drugs Bus. **Action:** HC to chase
Museum meeting has taken place. No further action required.

MCC06b

No update from NW regarding possible tollhouse contractor
Signage Working Group has been set up. PS would like old gateway signs put back up.

MCC06c

SS has now fully handed over to Milborne Port. No further action required.

MCC06g

Awaiting final photographs. **Action:** HC to chase and then take pack to Cooper & Tanner

MCC09b

Local business market stall – AP to pursue this

MCC13

Poppy Appeal committee is now complete, the council thanks all involved. No further action required.

MCC24 Council Communications/Events

a) Marketing & Publicity– Update – Holly’s report to be delivered at the meeting

See attached report – MCC report August 2019.

PS communicated that marketing is to be pushed locally as oppose to county wide in magazines; these publications are expensive in comparison to the small budget. HC to explore possibility of putting Wedding banner up at near the school as our space is often booked.

Inventory of Shambles and Undercroft will be completed by volunteers and NCS students this week, some crockery has gone missing. **Action:** Inventory to be taken by cleaner every month. Discussion progressed to coffee morning bookings, keys and clearing away process. **Action:** HC and LT to firm up the process and make sure all hirers for coffee morning know that they should not be accessing the Shambles.

HC updated all on new booking system, once data on system will begin to use. HC to start creating financial reports from new system and bringing to MCC meetings.

b) Notice boards – update and discuss

Awaiting costs for spray painting for new noticeboard (blue). **Action:** Zoe to chase quote from NW and also look for alternative costs.

Post Office Noticeboard: Thicker cork to be ordered by HC, work to be completed by MS and one other.

Discussion around museum noticeboard initial design, consensus that they look good. JM to ask museum about suitability of ‘open bank holidays’ on sign as they are closed for part of the year.

c) The Chamber of Commerce – update

PS reported that there is a meeting 3rd September. Their agenda is centred around how they will move forward within the next 12 months. Committee style operation up until now, but it has been suggested that they add meetings which will bring businesses together; to either visit local

businesses or have guest speakers. Has also been suggested that they should hold meetings on alternative days rather than just Tuesdays. Possibility CoC will help organise Christmas Trees and a 'Best Dressed Window' competition. Cary in Bloom has also been under discussion, hanging baskets have been suggested through the winter.

d) Newsletter – Update from the working group formed to review the format.

Positive working group meeting in July. A4 format to be kept, colour to be added to cover with possibility of a seasonal photograph, perhaps decided by a photo competition. Still 4 editions per year to include additional editorials from local groups. Newsletter is a vehicle for communicating council information, and charity and community events. Diary of events also to be collated. PS to convene meeting with contributors to refresh them on the way the newsletter is going. JS suggested obituary to be added to newsletter. Perhaps to be on the website as oppose to the newsletter, word count to be restricted to 50 words – more discussion to be had before changes are made to newsletter.

e) Newsletter – to review the production schedule and agree any action to be taken.

Resolved: to alter the production times for the newsletter as per CCB suggested schedule. All contributors and volunteers who deliver to be notified.

MCC24 Tuesday Market

a) Report from Market Manager

See attached report.

b) Update on marketing plans

Children's market went well. **Action:** HC to have monthly meetings with AP to encourage more marketing. Market working group to be held again soon.

c) Vintage Market – to note that there has been a reduction in footfall and to consider any action to be taken.

In reference to the comments in the public open session, it was **agreed** that at this time the council did not think it would be possible to move coffee mornings. The council believes the coffee mornings are an integral part of the community. PS will report back to AP suggestions which have been made by the council, including the possibility of the market taking place on a Saturday afternoon, and the shops focusing on vintage goods.

Discussion developed in to use of the cobbles and it was agreed that AP will be asked by PS to produce written evidence that the Vintage Market has the correct authority and licence to use the cobbles.

Discussion further developed in to food hygiene qualifications, **agreed** that JM will look in to providers and speak to volunteers who run coffee mornings.

MCC25 Update on Blue Plaque installation at 12 Cumnock Terrace (birthplace of Douglas Macmillan).

The plaque has been installed, the event was very successful. The BBC, ITV and a number of local newspapers arrived. PS has suggested that we market this at a later date. The planning application is with SSDC.

MCC26 LAMP – update

JM – EC has stopped creative writing course, however group is still hiring space as a self run group. New courses have been discussed and will be taken forward soon.

MCC27 Library – update

JM – IT programme is very 'clunky', however the library is running very well under a great group of volunteers.

MCC28 **MTIG** – to note that Justin Birch and Nick Weeks are the Town Council representatives to the MTIG group, with Judi Morison as substitute and to note that the next meeting will take place on Thursday 26th September at 6pm at the Guildhall, Chard.

Running well

MCC29 **Youth**

a) Youth Matters – update

Still looking for premises for youth club. The pavilion was discussed as a possible location for youth club.

b) Youth Club – update

NW, LT and JM will be talking to HB about her requirements to run youth club from September.

MCC30 Date of next meeting Monday 28 October 2019 at 6.30pm in the Market House

Meeting closed at 20.11

Signed:

Date: