



**MINUTES OF THE MARKETING AND COMMUNICATIONS COMMITTEE MEETING HELD ON
MONDAY 24TH FEBRUARY 2020.**

Present: Councillors Penny Steiner (Chair), Philippa Biddlecombe, Nick Crowley, Justin Birch, Judi Morison, Sally Snook, Steve Biddlecombe, Nick Weeks, Margaret Bebbington, Pek Peppin, and Rob Worth.

Officer present: Holly Callow – Bookings and Promotions Manager

There were no members of the public present at the start of the meeting.

The meeting started at: 19:12

2020

MCC42 Apologies for absence

Apologies had been received from Bob Gilbey.

MCC43 Declarations of personal or pecuniary interest

There were no declarations of interest.

MCC44 To approve the minutes of the MCC meeting held on 6th January 2020.

RESOLVED: It was proposed and unanimously agreed to approve the minutes as presented with one correction regarding a report from Nick Weeks in item MCC45 e. Nick Weeks had not made the report, the report had been made to him by a member of the public.

Actions from the last meeting: All action points were complete except for MCC200106/5, Judi explained that it was too early for action as the Primary School would not be available for alternative uses for at least 2 years. Justin Birch asked that we register our interest and it was suggested that this matter be added to the agenda for the upcoming strategy meeting.

Action MCC200224/1: Town Clerk

MCC45 Council Communications and Events

- a) Marketing & Publicity – To note receipt of a report from the Bookings and Promotions Manager.**

Councillors commented that they were pleased to see an uplift in bookings at the start of 2020 compared to 2019. The financial report from the new booking system was discussed and it was suggested that Holly bring a variety of reports to the next meeting so councillors could decide which would be the most useful.

Action MCC200224/2: Holly Callow

b) To discuss a Visit Somerset membership following a presentation and decide whether to join. The presentation was briefly discussed, there was some concern over how the value of a membership would be measured. Nick Weeks commented that Castle Cary is very close to the borders of Dorset and Wiltshire so Visit Somerset may not be wide enough to capture all prospective visitors. Penny Steiner said she would contact the Chamber of Commerce and ask them to look into this membership too. It was **agreed** that all councillors would make comments via email to Holly,

these will then be collated and fed back to Visit Somerset. It was **agreed** that this would be added to the next agenda so a decision could be made.

Action MCC200224/3: All Councillors & Holly Callow

c) To consider quotes received for the replacement Museum sign and to decide which to accept. Penny informed the committee that the Museum had opted to have their old sign on the side of the building relocated, but would like a new sign at the front of the building which would be paid for by the museum. The committee considered the quotes received.

RESOLVED: It was proposed and unanimously agreed to appoint Vale Signs and Print to produce the new sign for the museum.

Action MCC200224/4: Holly Callow

d) To consider samples received for new gateway signs and to decide upon the new design. Two different designs were shown to the councillors. There was a discussion regarding the differences in design and logo. One design used the current roundhouse logo and the other used a new Market House design. Judi suggested that if 'Twinned with Remalard' is added to the new signs the current twinning signs are taken down so there is not an excess of signs around the town. Nick Weeks commented that he does not want the French flag on the sign. There followed some discussion regarding the flag and it's size. Judi commented that the current signs are not very old and to replace them is a large expense which may not be in line with taxpayers preferences.

RESOLVED: It was proposed and unanimously agreed that the committee preferred the design incorporating the Market House logo. Variations of this design will be taken to the signage group and the final design will be bought back to the MCC committee for a decision.

Action MCC200224/5: Penny Steiner

e) To note that the re-spraying of the Town Council notice board will be put on hold until the summer when the council offices are less busy. Penny explained that it has been very difficult to obtain a quote despite the Clerk and Councillors' best efforts. Nick Weeks suggested the council sell the current sign and buy another in blue. It was **agreed** that the project would be put on hold until further notice.

f) To receive an update on the Welcome Pack. Penny informed the council that she was still waiting for confirmation from Cooper & Tanner regarding printing of the Welcome Pack pamphlet. Postcards stating where to collect the Welcome Pack had been printed and would be distributed to new residents throughout various channels. Penny and Holly would discuss the introduction of the new Welcome Pack contents with the volunteers.

Action MCC200224/6: Penny Steiner & Holly Callow

g) To receive an update on the Newsletter and to consider printing quotes received, deciding which to accept. Penny informed the council that the style and format would be refreshed. There would be a trade directory and a diary of events included which had previously been in the Together magazine which had ceased publication. It was noted that the font was too small for some to read easily. The cover photograph would change seasonally, Pek suggested asking people to send their photos in and the newsletter group could decide which to use. These points would be fed back to the communication group. The three quotes were considered and it was noted that Aurora were the cheapest and had provided a good service for the past 3 years.

RESOLVED: It was proposed and unanimously agreed to appoint Aurora for the printing of the Newsletter.

Action MCC200224/7: Deputy Town Clerk

h) To receive updates on events including Eat Festival, Market House celebration and Fairfield. A report had been received from the organisers of the **Eat Festival** providing general information including plans for a maximum of 90 stalls of which over 70 were already filled including 11 hot food

vendors. They would be visiting Castle Cary soon to finalise the layout. The road closure application had been submitted and communication with highways was underway. The event would be advertised in the Somerset Leveller, Castle Cary newsletter and social media. A request had been put to Caryford Hall to use their carpark as overflow and Ansford Academy had agreed to provide main trader parking. The entertainers were booked and a family cooking school would take place in the Market House. The organisers were working with Roderick Thomas on additional signage this year. Flyers would be delivered to schools in local areas. Resident flyers would this year be printed on yellow paper to make sure they were easily noticed. Judi also commented that the town would be pom-pom bombed for the event as the primary school had received a grant from Somerset Skills and Learning and chosen to use this to work with residents to make pom-poms as part of their project. These would be produced in various colours so that they could be used after the Eat Festival for VE day, Dementia Friendly week and for George the Greengrocers marmalade festival. Pom-pom workshops would take place in the Market House over the following 4 weeks.

Judi informed the council that the **Market House Celebration** would take place on the 5th July. The plans were to serve cream teas and open the entire Market House including the Museum and Dance Studio to the public during the day. A talk at Caryford Hall would then take place in the evening. Nick Weeks suggested that a guest list for sponsors was compiled. Judi asked all councillors to put the date in their diaries and volunteer their help if able to do so. It was **agreed** that a working group would be set up consisting of Steve, Justin, Pek, Judi, Nick Weeks and Philippa and that Judi would arrange a meeting.

Action MCC200224/8: Judi Morison

Penny informed all that Friends of **Fairfield** would not be organising any events as a group but a notice would be going out in the next newsletter stating that community groups and private individuals could hire the Fairfield to organise their own events such as car boot sales and fairs.

Action MCC200224/9: Penny Steiner

Judi had convened a meeting regarding **VE Day** but despite invitations to local community groups only two attended. Caryford Hall were planning to arrange an event and there would be a coffee morning on Friday 8th May at the Market House run by the British Legion. Judi was still trying to get in touch with the Army as they had previously offered to march through the town but she had not been able to get a response.

Nick Crowley informed councillors that **Fiverfest** was organised by Totally Locally and that he had tried to promote this in the town before. Nick is going to push the promotion forward for the next drive later in the year with the help of the Chamber of Commerce, the Bookings and Promotions Manager, and individual retailers.

Action MCC200224/10: Nick Crowley

- i) To receive an MTIG Report, discuss the offer of promotional support and to decide on the two events for which this will be used.

Judi informed the council that Peter Paddon is the business advisor at SSDC and they are keen to promote two events a year for the Town Council. Judi was still awaiting specific criteria and would provide an update when this was received. A decision on the events to be supported would be made at a later date. There was also project funding for market towns available on a match funding basis. Nick Weeks suggested the council apply for this funding to spend on updating the town maps. It was **agreed** that this would be added to the next signage meeting agenda.

Action MCC200224/11: Penny Steiner

Judi asked councillors to start considering projects which could be funded by MTIG.

Action MCC200224/12: All Councillors

- j) To agree to form a Big Christmas sub-committee which can include lay people. To further agree how many people will be on this sub-committee and to agree terms of reference which will be bought before the next MCC meeting.

Judi informed the council that a standing order had been discovered which meant that lay people could not currently be included in a sub-committee, this information was not known at the time of publication of the agenda.

It was **agreed** to form a working group within the MCC committee and to include the same people who are currently on the Big Christmas Committee.

The council would like to record its thanks to Laura for doing the finances for the past few years.

At 20:38 Councillor Rob Worth left the meeting.

- k)** To consider a request from a Market House hirer to extend their booking for one hour free of charge to accommodate new unloading times and restrictions.

There was a brief discussion during which the council were reminded of the contents of the email request.

RECOLVED: It was proposed and agreed to charge for the additional hour as this was a commercial booking. Three votes in favour; One against; Six abstentions.

MCC46 Tuesday Market – To receive a report from the Market Manager. – See attached.

The council thanked the stallholders for persevering through the recent bad weather. It was also noted that the market is a great asset to the town.

MCC47 Youth - To receive an update on arrangements for Youth Club provision and agree any actions to be taken.

Nothing to report.

MCC48 Policies

- a)** To review the Banner Policy and to recommend approval to Full Council.

RESOLVED: It was proposed and unanimously agreed to recommend approval of the new policy to full council.

Action MCC200224/13: Town Clerk

The next MCC meeting will be held on Monday 27th April 2020 at 7pm.

The meeting ended at 20:51.

Holly Callow

**Holly Callow
Bookings & Promotions Manager**