



**Minutes of the Marketing & Communication Committee meeting
held on Monday 28th October 2019.**

Present: Penny Steiner, Margaret Bebbington, Phillipa Biddlecombe, Nick Weeks, Nick Crowley, Justin Birch, Judi Morison, Sally Snook

No members of the public present

Officer Present: Holly Callow – Bookings & Promotions Manager

The meeting opened at: 18.31

2019

MCC34 Apologies for absence

Pek Peppin and Steve Biddlecombe.

MCC35 No Declarations of interest made.

MCC36 To approve the minutes of the MCC meetings held on 27th August and 7th October 2019.

RESOLVED: It was proposed and unanimously agreed to approve the minutes as presented.

MCC37 Council Communications and Events

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

Noted, council are pleased with volume of events. Penny Steiner noted an increase in commercial meetings.

- b) To agree that the Signage group should reconvene and work with the Chamber of Commerce to plan gateway signage and signage from the railway station.

Penny will convene a Signage meeting in next two to three weeks. Penny also reported that The Chamber of Commerce are enthusiastic about updating gateway signage and signage from railway. Sally Snook stated that it would be a shame to take down current gateway signs after so much work went in to obtaining them initially; it took years to organise. There followed a discussion about the sign highways took down and the replacement of the sign at station road which is currently being stored at Catherine's Close. Justin Birch and Nick Weeks **agreed** to replace the sign at station road within the next three weeks. Judi Morison noted that due to good maintenance on the verges at Cary Hill the sign looks very prominent. The council believed that Highways may be putting signs up on A371, Penny suggested highways could attend a meeting with signage group to explore the options. Nick **agreed** to arrange this meeting with highways. Nick advised the council that the Museum would like to have their old sign moved to the front of the building, which Nick is currently refurbishing. Hedge Burley and Nick Weeks are chasing quotes for the respraying of the town notice board.

- c) To note that the public notice board near the library has been repaired by Stephen Biddlecombe.

The council thank Steve Biddlecombe.

- d) To note that a meeting will take place on 12th November to review the format of the newsletter and to discuss effective communication between the Town Council and the various voluntary groups in the Town.

Noted.

- e) To consider refreshing the town website, including the possibility of making improvements to the presentation of the Town Council pages.

Sally has suggested that this is a difficult project and there are a lot of aspects which need to be carefully considered including cost and email addresses.

ACTION: Penny will arrange a separate meeting to discuss the practicalities of a website redesign.

- f) To review commercial charges at the Shambles, Undercroft and Cobbles and agree any changes to be made.

To note that community charges will remain at the same rate. Nick suggested a two percent increase every year in line with inflation. A discussion took place regarding whether we should increase the base rate before implementing the percentage increase. Penny suggested £15 plus VAT as a starting point. Nick suggested Holly Callow should talk to Ashridge Trees and gauge price perception.

RESOLVED: It was proposed and agreed to recommend to Full Council to increase the business rate to £15 plus VAT per hour. Seven votes in favour, one abstention.

- g) To note that, following advice from the Town Council's insurers, all external groups making bookings at the Market House will be asked to provide a copy of their public liability insurance and that bookings will be refused if public liability insurance is not provided. This would not include private bookings, which are covered by the Town Council's public liability insurance.

Discussion regarding community groups as they do not all have public liability insurance. Sally questioned what we are asking them to cover as we already cover accidents such as slips and trips in the Market House.

ACTION: Penny to speak to the Town Clerk and ask if the council insurance provider can clarify.

- h) To approve the final draft of the Welcome Pack.

Councillors are happy with the draft, although suggested adding travelsomerset.co.uk and the CAT bus to back of welcome back contacts.

ACTION: Holly to add additional contacts to the Welcome Pack

- i) To hear feedback from the Apple Day event held on 27th October and agree any action to be taken.

The event went very well considering the short time available to organise it. There was discussion around the benefit of the event in terms of advertising the town and the Market House. Penny asked if it should become an annual event and it was **agreed** that the event will be repeated on the first Sunday of October half term, 25th October 2020. The event will include community apple pressing rather than just demonstrations.

- j) To agree a date for the Christmas Social event and any other actions to be taken.

RESOLVED: It was proposed and agreed that the Christmas Social event shall be held on Friday 20th December 6.30-8pm.

- k) To note that printing and photocopying for the community may only take place in the Information Office and not in the Town Council office.

Noted.

MCC38 Tuesday Market – To receive a report from the Market Manager.

Penny had received a verbal report from the Market Manager Angela Piggott, trading is good but footfall is down which is believed to be linked to Martin's closing. The market has lost some traders due to illness, so Angela is working towards attracting new traders. There have been problems with large amounts of unwashed recycling being dropped off on the kerbside, people seem to be taking advantage of the recycling facility which is for the use of less able people who cannot get to the tip. Unfortunately the service will end at the beginning of November.

ACTION: Judi to put a list in the newsletter of what and where you can recycle.

MCC39 Youth - To receive an update on arrangements for Youth Club provision and agree any actions to be taken.

Judi reported that Hedge is running the youth club every other week. SCC want to start charging £25 plus VAT per hour for use the Swainson building and wanted to start this from 1st October. Mike Lewis is looking in to this at Judi's request as she was appalled by this request. There followed a discussion about alternative venues for the Youth Club, Nick and Judi are investigating options.

MCC40 Policies

- a) To note advice from the Somerset Association of Local Councils regarding a Bring Your Own Device policy and agree action to be taken.

ACTION: It was proposed and agreed to defer this matter to the next meeting. Penny will ask the Town Clerk to summarise the policy and send to all councillors.

- b) To note that the Town Council's Standing Orders need to be amended to include test for SO 18 – Financial Controls and Procurement, and to recommend adoption of this amendment to the Full Council.

RESOLVED: It was proposed and agreed to defer this matter to the Finance meeting in two weeks time.

MCC41 Budget setting 2020-21 – To review the draft MCC budget and consider any amendments.

Penny summarized the budget and changes which were being made due to budget lines appearing in the wrong sections. There followed a discussion around whether certain lines should be under the Marketing or Properties budgets.

Sally commented that if there are plans to update the website it will cost more than £1000. Sally further noted that the email addresses now cost more and asked where they had been allocated within the budget.

ACTION: Penny will discuss all council concerns with the Town Clerk and report back to the committee.

The meeting ended at 19.52

Signed:

Date: