



MINUTES OF THE MARKETING AND COMMUNICATIONS COMMITTEE MEETING HELD VIA ZOOM ON 22nd JUNE 2020.

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

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: 19:00

2020

MCC01 Apologies for absence

No apologies had been received.

MCC02 Declarations of personal or pecuniary interest

There were no declarations of interest.

MCC03 To approve the minutes of the MCC meeting held on 24th February 2020.

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

MCC04 To review action points from previous meetings

It was decided that action points MCC200224/1, MCC200224/3, MCC200224/11 and MCC200224/12 were to be removed from the action point list until later in the year when it was hoped the impacts of Covid-19 would have lessened.

MCC200224/2 – A report had been produced to show financial losses of the Market House and would be discussed later in the meeting.

MCC200224/10 was on hold as the Chamber of Commerce had not met due to Covid-19 to discuss.

MCC05 Signage

- a) To note a response from Somerset County Council regarding the installation of new gateway signs; to agree how to respond and whether to put the project on hold.

Noted. It was reported that the Twinning Association had requested their sign was placed higher in the design. Penny suggested that the signage project was put on hold so that resources could be used elsewhere. Penny reported that the signs would cost between £1200 and £1500 each plus installation and the council agreed that the signs were not currently a necessity.

RESOLVED: It was proposed and unanimously agreed that the gateway signage project would be put on hold until the next budget setting period.

- b) To hear an update on the Town Council notice boards at the Market House and agree how to progress with changing the colour to Market House blue.

Penny informed the council that the notice board would be painted blue. Penny further updated the council that the noticeboard contents would be updated once the Bookings and Promotions Manager was back in the office. Margaret questioned how the board would be painted and Penny confirmed it would be sprayed to ensure a professional finish.

Action MCC200622/1: Holly Callow

- c) To note that the new museum sign has been received and to agree how to progress with installation.

Pek suggested that the sign was shown to Ann Britain if she had not already seen it. Penny suggested that the maintenance team could install the sign once the Museum staff were happy.

Action MCC200622/2: Town Clerk

MCC06 Welcome Pack

- a) To receive an update on the Welcome Pack folder.

Penny informed the council that the Welcome Pack was in production at the printers and she was expecting delivery within a week. Penny had met with one of the volunteers to discuss what had previously been put in the Welcome Pack and was in the process of producing samples. Penny planned to give the Welcome Packs to the estate agents to distribute while the Market House was closed due to Covid-19. Sally suggested scanning and uploading the pack contents so they could be viewed online. It was **agreed** that any outdated or inaccurate information should be left out of the welcome pack until it could be updated.

Action MCC200622/3: Penny Steiner

MCC07 Publicity

- a) To hear an update on the Shop Local flyer.

Penny reported that the flyer was in circulation.

- b) To hear plans for displaying a High Street Open banner.

A banner was in production to advertise the fact that the town was open for local shopping, it would be displayed on the Market House with the new Tuesday Market and Cary Cares banners.

MCC08 Finance

- a) To review a report on Market House income losses due to the CV-19 crisis.

The Clerk and Holly had compiled a report on lost bookings and revenue including predicted losses up until September. It included coffee mornings, weddings, the Tuesday market as well as the dance studio and museum income. The report showed that around £10,000 had been lost in actual bookings, it had been predicted that the loss would be around £14,000 including bookings that had not been made (figures derived from the previous year). Penny asked the councillors to start thinking about the new marketing of The Market House once it was allowed to open.

Judi highlighted that the figures showed that the coffee mornings contribute at least £6000 to local voluntary groups each year and it was important to note that these local groups could be suffering from this lost income.

- b) To consider how to re-market the Market House and gain new income.

Penny suggested that as a large proportion of users are over retirement age they may be reluctant to come back to the Market House too soon. It was suggested that the focus was put on commercial bookings as more people were expected to be working from home and would perhaps want a meeting space.

MCC09 Website – To hear an update on progress with changes.

There was some disagreement as to whether any changes should take place. CCTC staff would like to simplify the website by having a separate Town Council area, however some councillors felt that the current design was good and did not want council business to get lost in the change. A decision could not be reached so it was suggested that the CCTC staff put together some more information regarding the change before the next meeting.

Action MCC200622/4 & MCC200622/5: Town Clerk, Deputy Town Clerk & Holly Callow

MCC10 Tuesday Market – To hear an update on plans to re-open the market.

The market was due to open on the 7th July, Councillors were asked to volunteer for marshalling duties. Rob questioned whether a risk assessment had been carried out and communicated to stall

holders. Penny reported that the stall holders had been sent letters which included both a Town Council Risk Assessment and a Risk Assessment designed by the National Organisation of Market Stallholders, both were to be signed and returned. The risk assessments had been checked and verified by the external health and safety officer.

MCC11 Apple Day – To consider how this event could go ahead during the CV-19 crisis.

Penny suggested that Holly should contact the previous year stallholders to see if they would be willing to come back if the event was to be held. It could then be organised shortly before the event if social distancing measures allowed it to go ahead. Judi suggested having it at Fairfield rather than at the Market House but there were concerns regarding electricity, toilets, water and the weather. It was also just after the date of the Fair so the field could be very muddy.

Action MCC200622/6: Holly Callow

MCC12 Big Christmas – To note that a Big Christmas meeting will take place on 7th July but that the format of the event is likely to be different due to the CV-19 crisis.

The idea of a 'Little Christmas' was proposed, which would still include late night shopping in the high street shops, some live music and food and drink on the street but no market stalls. This idea was met with enthusiasm by councillors. Judi suggested that the Big Christmas group should discuss the plans first and then a proposal could be brought back to the next MCC meeting.

Action MCC200622/7: Penny Steiner

MCC13 Policies -To review the following policies and to recommend approval to Full Council:

a) Market House Licensing

It was **agreed** that this should be deferred to the next Finance Committee meeting.

b) Cookie Policy

Sally informed the council that the CCTC website does not use cookies. It was **agreed** that this should be deferred to the next Finance Committee meeting.

Action MCC200622/8: Town Clerk

c) General Policy

Penny wanted to meet with the Clerk, Judi and Chairs of the Committees, Pek and Nick to decide upon any changes that might need to be made including references to the Neighbourhood Plan, Green Policy and budgeting.

Action MCC200622/9: Penny Steiner

d) Privacy Policy

RESOLVED: It was proposed and unanimously agreed to recommend approval of the policy to full council without amendment.

e) Retention of Documents Policy

RESOLVED: It was proposed and unanimously agreed to recommend approval of the policy to full council without amendment.

Action MCC200622/10: Town Clerk

f) Terms of Reference for Market Advisory Group

The document was not yet complete so it was **agreed** that it would be deferred to the next meeting

Action MCC200622/11: Town Clerk

The next MCC meeting will be held on Monday 24th August 2020 at 7pm.

The meeting closed at 20:15