



MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING

held on Monday 28th June 2021 at 7.00pm

Present: Penny Steiner (Chair), Judi Morison, Pek Peppin and Sally Snook.

In attendance: Lisa Davis (Clerk), Colleen Bower

No members of the public were present.

The meeting started at 19:00

2021

MCC15 Apologies for absence

Apologies were received from Margaret Bebbington and Philippa Biddlecombe.

MCC16 Declarations of personal or pecuniary interest (these must be declared BEFORE the agenda items concerned are discussed. Persons with a declared pecuniary interest must leave the meeting room when these are discussed).

There were no declarations of interest received.

MCC17 Minutes of Marketing & Communications Committee meeting of 4th May 2021

RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 4th May be approved, to be signed by the Chair at a later time.

MCC18 To review actions points from the last meeting:

- a) **Trade Directory advertisements** - It has been agreed to no longer include the Trade Directory in the Newsletter and refunds would be issued as appropriate.
Action 210628/1: Penny Steiner/Deputy Clerk
- b) **Bulbs for Fun on the Field event** – Currently getting prices and discussing how the bulbs would be distributed.
- c) **Town flyer** – The Carry on Cary flyer has been circulated and positive feedback has been received from the shops. The Newt requested copies and have also put it on their website.

MCC19 Marketing and Communications

The Committee received an update report from the Marketing and Communications Administrator. Penny Steiner congratulated Colleen Bower on what she had achieved since starting in the role.

MCC20 Newsletter

- a) **Discuss production numbers for next newsletter** – it was agreed to reduce the production numbers to 1,800 for the next edition. Colleen Bower would work with Claire Craner-Buckley to put the next newsletter together. Penny Steiner thanked Ruby Craner-Buckley for all her work.

MCC21 Events

- a) **Discuss progress on Fun on the Field** – the plans for Fun on the Field are progressing well. Additional entertainment was discussed and would be followed up by the events group. Judi Morison agreed to send Colleen Bower the Fairfield logo to use on publicity material.

Action 210628/2: Judi Morison

- b) **Discuss Apple Day** - Penny Steiner reported that more work is needed to finalise the arrangements for Apple Day. Suggestions were made for additional activities including Apple Science and an Art Lecture and it was agreed to look into these in more detail.

Action 210628/3: Marketing and Communications Administrator

Action 210628/4: Pek Peppin

- c) **Street Food – update** – Hidden Pizza are doing well and On The Spoon have booked space on the Cobbles on Friday nights in July and August.

- d) **Other events** – It was agreed to turn down a request for the fair to attend in July

Action 210628/5: Deputy Clerk

An offer has been made to host a Skateboard/Scooter coaching day at Fairfield during the summer, the arrangements and dates are yet to be agreed.

MCC22 Big Christmas & Lights

- a) Plans are progressing well for Big Christmas. The events group has agreed that the event will focus on town centre and local traders and therefore the travelling market would not be attending. The events group are still working on a proposal for the Christmas lights/display for 2021. Judi Morison agreed to contact Steve Biddlecombe, George Cronk and Nick Crowley to progress the plans.

Action 210628/6: Judi Morison

MCC23 Working with the Newt

- a) **Cary in Bloom** – Penny Steiner reported that the feedback from the shops has been positive. There are plans to look at possible improvements and to consider Autumn planting. **Tuesday Market** – the Artisan traders have not been attending every week and a suggestion was made that perhaps they attend on the 1st Tuesday of each month. There is still some funding available for music. Colleen Bower would ask for local interest for music and children's entertainment during the school holidays.

Action 210628/7: Marketing and Communications Administrator

MCC24 Website project

- a) Penny Steiner and Colleen Bower gave an update following the Working Group meeting. It was agreed to hold an Extraordinary MCC meeting on 2 August to discuss the website specification.

MCC25 Bookings

- a) **Update** – the Committee received an update on the bookings that are increasing with new users coming through.
b) **Summer Show** – the Committee received an update on the arrangements for the Summer Show.

MCC26 Tuesday Market

- a) **Update on Tuesday Market and Barrow Market** – the Committee received an update on the Tuesday Market. There is somebody interested in running the Barrow Markets. There was discussion about contacting local colleges to find out if they had any buskers available and also to have a display board out during Coffee Mornings to promote local events.
b) **Gazebos** – the gazebos are still out of stock but would be ordered as soon as they become available.
c) **Cash Machine** – it was reported that the payment machine was setup to use but there is further paperwork to be completed by the Town Council.

MCC27 Publicity

- a) **Update on publicity plans** – Colleen Bower provided an update on the publicity plans. It was noted that The Newt are including information about the Town Council in their promotional material.

MCC27 Publicity

- a) **Advertising Policy – to review the Advertising Policy**
RESOLVED: It was proposed and unanimously agreed that the Advertising Policy is re-adopted without amendments and to recommend its approval at the next Full Council meeting on 19th July.

b) Social Media policy – to consider creating a Social Media Policy

It was agreed that Judi Morison would draft a Social Media Policy and circulate for consideration.

Action 210628/8: Judi Morison

MCC28 Budgets

- a) Update on MCC budget and earmarked funds** – Penny Steiner gave an update and advised that further detail would be provided at the next Finance Committee meeting on 12th July.

The meeting ended at 20:57

Members of the Council considered the following matters in the exercise of its functions, that “No member of the public, job applicant, elected member or employee shall receive less favourable treatment on the grounds of gender, race, sexual orientation, marital status or disability”

The next meeting of the Marketing and Communications Committee will be held on Monday 23rd August 2021 at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 12th August 2021.