



## **MINUTES**

**Castle Cary Town Council Marketing, Communication Committee  
held at 6:30pm on Monday 29 October 2018 at the Market House, Castle Cary**

**Present:** Penny Steiner, Chair, Judi Morison, Sally Snook, Hedge Hornbeam, Nick Weeks, Martin Atkins, Margaret Bebbington

**Officer Present:** Holly Callow

**Members of the Public:** None present

**MCC 70 Apologies for absence:** Terry Philpott; Barbara Williams; Sue Hake, Pek Peppin

**MCC 71 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

**MCC 72 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 requested to be excluded

**MCC 73 Confirmation of the minutes for the MCC meeting held on Tuesday 28 August 2018**  
Minutes Approved, PS to sign

**MCC 74 Actions and Reports from last meeting not dealt with elsewhere on the agenda**

**Action:**

Emily Estates: MD and Ian Davis have had to cancel footpath walk but will rearrange for w/c 06/11/18. Judi and Penny to pursue contacts re marketing opportunities.

Lance Clark bad debt – probate not granted, however debt to be paid from another source. **SH to chase payment.**

Photocopying – LT looking in to it; HC suggested use the office spare

Market House running costs have been discussed between PS and TP: TP, PS, JM & HC to monitor costs and discuss at next meeting if there is any concern. However, costs are currently absorbed by budget. NW argued that MH should cover its costs and questioned community use vs commercial use. PS has said that we would like it to cover its costs and through goal setting we will get there. PS and team to look at figures and set objectives for MH to break even.

Drugs Bus will be community based rather than school based but all the local schools and the youth club invited. s – HH in communication and a date is being set when all local schools and youth groups would be able to visit and use it.

Resolved: Fairfield very successful – request for it to become an annual event

## MCC 75 Council Communications/Events

### a) Marketing & Publicity– Update – Holly’s report circulated

Regarding event cancellation a discussion was held as to whether to charge amount in policy or to have a meeting with customer this time and update policy after. MA believes there should be no negotiation. Possibility of taking deposits for bookings discussed. NW called for decision RE specific customer – NW proposed that PS sort this one out and then after that we make a new policy including a deposit – vote was taken, this was agreed **Resolved**. **Action:** Discussion of new policy included minimum cancellation of 28 days rather than 3 weeks to be implemented from 1 Jan. Discussion of £50 deposit for all bookings over £50 and 50% deposit for under £50 **Action PS and HC**.

**Action:** PS and HC to look in to CPF and Wyke – NW to pass HC contact details. SS and MA to speak to Clothiers regarding Wyke farms meetings

**Resolved:** Wood fired Pizza may come on a night when gallery bar is closed but they must look at it themselves, not as much draw in the winter months, HC to email **Resolved**

**Resolved** PS to discuss with AP Vintage Market invoices

### b) Market House external signage

Job complete. **Resolved**

### c) Banner Policy – update

Working generally. Some odd sizes, will take a while to bed in. MA has bought up banner policy, if it doesn’t fit new frame it should not be there. **Resolved** PS suggested HC learn about banner policy and monitor with volunteers.

### d) Notice boards – update

SH was investigating – **Action** PS and HC to make sure notice board gets done by January. Penny will look in to costs for new board being put up. Discussion held around who will make frame/what has already been made between MS and MA. Penny to liase with MA regarding costs.

### e) Website / e-mail review / tender

SH not present to explain issues around website etc. Email seems to be issues with server – SH raised question of whether we should look at alternative provider. Discussion resolved that problem likely to be amount of mails sent with attachments – policy/email to be constructed to inform people that this is clogging up server. **Action** SS to propose draft email to PS and JM. If councillors do not have knowledge we can offer training. SH looking in to the cloud. Someone needs to look at office software and hardware. **Action** HC and SH to contact IT support. SS suggested SH old email address slowing it down - SH to look at how many emails she is storing, in sent box etc and archive. Send a link for the council website to direct people to agendas and minutes instead of sending them out as an attachment

Sally has done a draft dimmer liaison page on website – **resolved** to be added to website

Email passwords not changed for 4 years, **Resolved** SS to change the passwords internally, record will be kept in protected hard drive. CCTC are very grateful to SS for looking after the website and email accounts.

### f) Eat Festival 2019 – update

Bev and Sarah have had issues with SSDC RE licencing - all market holders will have to pay £57 fee. Traffic order to be agreed by CC. South Somerset operate in a different way to the councils ‘Eat’ have dealt with before. PS/JM to speak to Colin Chown. JM to talk to Henry Hobhouse and NW. One shop owner has complained about Eat, PS and JM to discuss options with the owner.

**g) Big Christmas 2018 – update**  
PS reported things are going well although need more volunteers. Lots of interest from shops to open.

**h) The Chamber of Commerce – update**

A new chair person has been elected, committee actively getting new members.

**Action:** HC and PS to look at welcome packs for new residents with the Chamber. Sponsorship for these packs is being looked in to. SS suggested that current welcome pack be digitalised.

**i) New Booking & Promotion Manager – update**

Settled in.

**j) Market House works update**

NW would like a 6 week period when the works can be complete. Winter not suitable. **Action** HC and PS to liaise with NW

**MCC 76 Weddings**

**a) Wedding bookings – update**

Wedding banner to be put up whenever banner holder is free

PS, JM and HC to look at budget and then report back to committee.

**MCC 77 MCC 2019/20 Budget – circulate, to be agreed**

JM queried the income figure in the budget for 2019/20 – PS to look in to. Discussion held around accuracy of spreadsheet. PS and JM to look at and will take to next finance meeting.

**MCC 78 Bad Debts**

Update – no action needed

**MCC 79 a) Tuesday Market – update**

No report from AP

**b) Market Budget 2019/20**

Discussion around stall holders not turning up and then not paying. Footfall appears to be down year on year. Bags and trolley bags for marketing for new people on housing estate, offered at discount to be researched **Action** HC. Discussion around how to get new residents in to town. PS proposed AP come to next MCC meeting to discuss.

**MCC 80 LAMP – update**

Small programme this year, although all fully booked and waiting lists. Creative writing poems to be read out in the churches in the week running up to remembrance. History class has been cancelled due to low attendance.

**MCC 81 Library – update given at last full council meeting.**

**MCC 82 Policy Reviews – to be circulated**

**a) Advertising – link to add your own event - SS**

**b) Safeguarding – Checked and fine**

**c) Training and development – Checked and fine**

**d) General Policy – JM reviewing the general policy with relevant committees.**

**MCC 83 Youth Matters**

**a) Youth Council**

Youth council area of website to be taken down for now by SS as no one to take it on. To be suspended (leave unpublished)

**b) Youth Club**

NW HH and JM going to look at pavilion tomorrow to check suitability for youth club. JM looking for pool table with permission of football/cricket club. Also looking at Milbrook toilets to be converted in to a youth space.

**MCC 84 Meetings Schedule 2019 (Circulated)**

Circulated but TP has made comment about Full council / MCC / Properties dates in January so the document will be re-circulated.

**MCC 85 Christmas Social**

a) Date

Friday 21<sup>st</sup> December

b) Invitation List

Discussed, CCB has a list which has been added to. Flowers discussed for one attendee. People to look at list with CCB by the end of the week and add anyone they feel should be on there.

**MCC 84** Date of next meeting Monday 14<sup>th</sup> January 2019 6.30pm at the Market House

Nick Weeks left meeting early to attend another meeting

Meeting concluded at 9.02pm