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**MINUTES OF THE MARKETING AND COMMUNICATIONS COMMITTEE MEETING held on  
Monday 6<sup>th</sup> January at the Market House, Castle Cary**

**Present:** Penny Steiner (Chair), Justin Birch, Margaret Bebbington, Philippa Biddlecombe, Nick Crowley, Judi Morison, Sally Snook and Nick Weeks.

**Clerk:** Zöe Godden, Town Clerk

**The meeting started at 19:00**

**2019**

**MCC42 Apologies for absence**

Apologies had been received from Stephen Biddlecombe and Pek Peppin.

**MCC43 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.

**MCC44 To approve the minutes of the MCC meeting held on 28<sup>th</sup> October 2019.**

**RESOLVED: It was proposed and agreed to approve the minutes as presented, with the correction of one spelling mistake at agenda item MCC40.**

**MCC45 Council Communications and Events**

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

**Noted.** Penny Steiner highlighted the fact that four weddings had been booked to take place in the Market House in 2020. There were also a good range of new bookings and continuing regular bookings. The Bookings and Promotions Manager had successfully migrated all financial information to the new accounting software. The Committee extended its thanks to the Bookings and Promotions manager for all her work in this respect.

Councillors were asked if they had any suggestions for improvements to the new format of the bookings list that was circulated by the Bookings and Promotions Manager. No improvements were suggested but Councillors would contact the Bookings and Promotions Manager directly with any thoughts.

The financial report showed that income was regular and healthy. Penny Steiner said she was minded to carry out a costing exercise in the next 12 months to find out how much it costs to run the bookings activity at the Market House.

- b) To agree a date for the Signage Group to meet.

Penny Steiner said that the main purpose of the Signage Group meeting would be to work towards the installation of new gateway signs. Nick Weeks reported that, following a meeting with a representative from County Highways, the locations of the gateway signs had been agreed. All that remained was to agree a design that was suitable and flexible enough to cover all of the various events and highlights relevant to Castle Cary.

It was **agreed** that the Signage Group would meet at 7pm on Wednesday 15<sup>th</sup> January.

- c) To arrange for the gateway sign to be replaced at Station Road.

Justin Birch and Nick Weeks said the gateway sign would be replaced by the end of January.

**Action MCC200106/1: Justin Birch and Nick Weeks**

- d) To report back on the meeting with Highways regarding possible signs on A371 (Agenda item MCC37). NW

Nick Weeks reported that he had met with a representative from County Highways to discuss the disabled parking spaces around the Market House and to ask that no loading lines were removed from the kerbs to enable shop keepers to load and unload. It had been found that one of the disabled parking bays outside the Market House would need to be moved across the road as the road was not wide enough at the current location to accommodate it. An additional disabled parking bay would be put at the rear of the Market House, outside the property that used to be Charlie Hill Butcher and Pie Makers. The disabled bay located at the rear of the Market House, outside the office window, would be converted into a regular parking bay as it was not suitable for disabled use.

The representative from County Highways would not allow the removal of the no loading lines on the kerbs because, to do so, would enable blue badge holders to park for up to three hours.

- e) To discuss quotes received to change the colour of the Town Notice Board from green to blue.

One company had already attended the Market House to look at the notice board and would be supplying a price soon. The Town Clerk had also contacted two other companies to obtain prices for this work.

Nick Weeks had received a report from a member of the public that one of the Tuesday Market signs had been used to smash a car windscreen in the vicinity of North Street and had asked why they were left out rather than being collected after the market each week. Penny Steiner said she would bring this up with the Market Manager at the next Market meeting on 4<sup>th</sup> February.

**Action MCC200106/2: Penny Steiner**

In the meantime, the Town Clerk was instructed to ask the Caretaker to be responsible for putting the signs out on Mondays and collecting them after the market was finished on Tuesdays.

**Action MCC200106/3: Town Clerk**

- f) To report back on the Communications Meeting and to set up a working group to introduce the new format of the newsletter.

Penny Steiner reported that the Communications meeting, held on 12<sup>th</sup> November had been a success and it was planned to hold similar meeting quarterly, in order to keep volunteers and other stakeholders informed. Churches Together had agreed to incorporate their newsletter's content into the Castle Cary and Ansford newsletter in future.

It was **agreed** that Penny Steiner, the Deputy Town Clerk, Margaret Bebbington and one of the Information Point volunteers would form the Newsletter Working Group.

- g) To discuss a simple redesign of the website to separate Town Council and general town promotional pages, and to set up a working group to complete this.

The Town Clerk explained the advantages of separating the Town Council information from the town information on the Castle Cary website. It was **agreed** to hold an initial meeting to discuss a way forward. Sally Snook volunteered to be involved in the initial meeting as she had been heavily involved in the production of the current website. The Town Clerk was instructed to arrange an initial meeting.

**Action MCC200106/4: Town Clerk**

- h) Update on the Welcome Pack.

Penny Steiner reported that the design of the Welcome Pack folder had been finalised and agreed. Cooper and Tanner had agreed to consider funding the production of the folders and were due to meet with their company directors on 7<sup>th</sup> January to discuss this. Penny went on to say that a postcard would also be produced for delivery to all new residents, encouraging them to come to the Market House to collect their Welcome Packs.

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

Noted. Penny Steiner drew attention to the increase to market stall charges that would be implemented from April 2020, as follows: increase from £8 per table in the Undercroft to £10 a table; from £10 for a gazebo space to £13; casual rates go up to £12 a table and £16 a gazebo. Penny explained that Castle Cary market charges were amongst the lowest in the area and had not been increased for several years.

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

Judi Morison reported that a site visit to the Drill Hall had been successful. The Army was keen to work with the Town Council on a rental agreement but would restrict this to youth use only rather than general community use. The Army had funding available to renovate the building and work would commence before the end of the current financial year.

Councillors went on to discuss possible future uses of the current primary school building, once the new primary school had been built as part of the Torbay Road development (planning application numbers 15/02347/OUT and 19/01871/REM). Councillors felt that it was important to have a robust plan for the site. Judi Morison offered to put together some information to be added to the Town Council's Strategic Objectives, in time for the next Full Council meeting.

**Action MCC200106/5: Judi Morison**

**MCC48 Policies**

- a) To discuss the implementation of a Bad Debt Policy.

Councillors agreed that an additional clause should be added to the policy to require a 50% deposit to be paid by ad hoc users where their bookings are valued at £250 or more.

**RESOLVED: It was proposed and agreed that the draft Debt Policy, including the above addition, should be recommended to the Full Council for approval.**

**Action MCC200106/6: Town Clerk**

- b) To consider the draft Environmental Policy and to recommend approval to Full Council.

Councillors discussed the policy and agreed that paragraph five should be amended to read: Our policy will apply to all our buildings, facilities and activities: The Market House, the Town Cemetery, the Fairfield, Catherine's Close & Millbrook toilets and the Roundhouse; and those covered by the Donald Pither Trust- the sports Pavilion & Playing field.

Councillors were also keen to see a more detailed strategy and to ensure that data was collected to show the impact of any environmental strategies that were implemented. It was also felt that any strategy should give the flexibility the offset some activities that can't be carbon neutral in themselves with some other activities such as planting trees.

**Action MCC200106/7: Deputy Town Clerk**

Councillors thanked the Deputy Town Clerk for her work on the policy and on the wider environmental work underway.

**The next MCC meeting will be held on Monday 24<sup>th</sup> February 2020 at 7pm.**

**The meeting ended at 20:26.**



Zöe Godden  
Town Clerk