



**APPROVED MINUTES OF THE MARKETING AND COMMUNICATIONS COMMITTEE
MEETING
held on Monday 24th August 2020**

DUE TO THE CORONAVIRUS CRISIS, THIS MEETING WAS HELD USING ZOOM.

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

Clerk: Zöe Godden

There were no members of the public present at the start of the meeting.

The meeting started at 19:01

2020

MCC14 Apologies for absence

Apologies had been received from Margaret Bebbington and Stephen Biddlecombe.

MCC15 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.

MCC16 To approve the minutes of the MCC meeting held on 22nd June 2020.

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

MCC17 To review action points from previous meetings

All actions were either complete or ongoing.

MCC18 Signage

- a) To note that the Town Council noticeboard has been resprayed and Town Council information is displayed in the right-hand side.

Noted.

- b) To note that the museum sign has been received but will not be put up until the museum is due to reopen next year.

Noted. Pek Peppin said that the museum group was very happy with new sign.

MCC19 Welcome Pack - To hear an update on the content of the Welcome Pack and its distribution.

Penny Steiner reported that 20 of the new folders had been filled by Information Point volunteers with as much up to date information as possible. A meeting was due to take place the following day between Judi Morison, Pek Peppin and Penny Steiner and a local estate agent to hand over 10 of the completed Welcome Packs for distribution to people purchasing properties in Castle Cary and Ansford. A supply of postcards would also be handed to the estate agent for distribution to new residents, giving details of how to obtain their Welcome Packs from the Information Point at the Market House. Sally Snook asked if any of the Welcome Pack information was available digitally so that she could put it on the website. Penny said she would forward any digital information to Sally for inclusion on the website.

Action 200824/1: Sally Snook and Penny Steiner

MCC20 Newsletter - To note that the Newsletter will be distributed by volunteers from Caryford Hall.

Noted. Penny Steiner said there had been a good response to the call for articles for the newsletter. The newsletter was currently being printed and would be delivered to the Market House on 28th August. Caryford Hall volunteers would collate the newsletters over the weekend so as to minimise the number of people in the Market House at one time. Sally Snook reported that the newsletter had been uploaded to the website.

MCC21 Tuesday Market – To hear an update and to hear on plans for expansion into the Undercroft.

Penny Steiner reported that it had been agreed at the Full Council meeting on 17th August that market stalls would trade from the Undercroft from 2nd September subject to a satisfactory risk assessment and the acquisition of an additional hand sanitising station. Penny added that the market would not run on 25th August due to a poor weather forecast. Positive feedback had been received in relation to the live music performed at the market on 18th August.

MCC22 Events

a) To note that Apple Day will not take place this year.

Noted. Penny Steiner said that, under current circumstances, the Town Council did not have the resources to run this event.

b) To hear an update on Big Christmas.

Penny Steiner reported that a much smaller Christmas event would be run this year. There would be no market stalls but it was hoped that shops and food outlets in the high street would open. The event would be called "Cary@Christmas". It was noted that the Town Council would need to provide a PA system this year. Sally Snook suggested that the equipment could be hired.

c) To consider a request for use of the Cobbles by a street food vendor and to agree how to proceed.

Judi Morison explained that the request had come from a social enterprise that worked with offenders and those at risk of offending. It was noted that street food vendors would need a licence to trade on the Cobbles. Judi Morison said she would meet with the organiser to get more information.

MCC23 Tourist Leaflet – To consider setting up a working group to update the Tourist Leaflet.

Penny Steiner reported that the tourist leaflet was out of date and the map needed to be updated. There was some general discussion about how the current version had been funded and how much might have been charged for advertisements. Penny said that the working group should be made up of three councillors and two of the Information Point volunteers. It was **agreed** that Philippa Biddlecombe and Penny Steiner would sit on the group. Penny Steiner would email all councillors to ask for a third volunteer.

Action 200824/2: Penny Steiner

MCC24 Market House – To note that some bookings will soon be able to take place subject to acceptable risk assessments being received from hirers.

Noted. The Clerk explained that she was in the process of preparing CV-19 guidance for hirers and would share this information with relevant councillors and volunteers when ready.

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

The meeting ended at 19:55.

Approved as a correct record..... 26/10/2020