



**MINUTES OF THE MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 26th October 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.

Officer Present: Mandy Bloom, MCA

In attendance: Claire Craner-Buckley, Deputy Clerk

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

The meeting started at 19:00

2020

MCC25 Apologies for absence

Apologies had been received from Margaret Bebbington, Stephen Biddlecombe, Bob Gilbey and Rob Worth.

MCC26 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.

MCC27 To approve the minutes of the MCC meeting held on 24th August 2020.

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

MCC28 To review action points from previous meetings

Both actions were complete, including the digitalisation of the Welcome Pack.

Noted: Penny Steiner to ask volunteers for links that could be included.

MCC29 Newsletter - To hear an update on progress with the next edition of the Newsletter and note the schedule for the coming year.

Penny Steiner reported that positive feedback had been forthcoming about the new design and a production schedule had been produced and circulated for future editions. She reminded councillors that the copy date for the winter edition is 13th November. The Trade Directory had not been included in the summer edition but would be reinstated in future. This would be at a charge of £15 per business for up to 4 editions. A meeting had taken place between Judith Cole, Nick Niven-Jenkins and David Baldwin to discuss this element and they would sell the advertising space, with payments sent to the Deputy Town Clerk and income to CCTC. The winter edition of the newsletter will be typeset in-house by the MCA.

Noted. Pek Peppin commented that the layout of the information about the trade directory was not clear and could be revised.

The availability of listings in the Trade Directory to be advertised on Facebook.

Action : JM /SS

MCC30 Tuesday Market – To hear an update on Tuesday Market operations.

Angela Piggott had submitted a report which said that market traders were finding trade slow and that many regular customers (many elderly) were not coming out. It questioned the level of rents charged and why Mendip are currently not charging rent on stalls. Penny Steiner queried whether traders had done market research before booking stalls, to ensure they were not duplicating products sold by local retailers. Pek Peppin commented that the market was valued and suggested that a token incentive might be offered to traders to demonstrate this.

Agreed: To be referred to the market meeting to take place on 3rd November.

MCC31 Events - To hear an update on 'Christmas is Coming' and the associated marketing campaign.

Penny Steiner reported that Barbara Williams from Ansford Parish Council had visited 14 shops who were enthusiastic to participate and preferred the week beginning 7th December. Penny Steiner suggested that the businesses ran their own promotions and discounts, but that CCTC would support the week with promotion on Facebook and other social media and with posters. A letter had been sent out inviting them to submit any details to the MCA by 13th November.

Action : MCA

MCC32 Promotion

a) To hear an update on progress with the revamp of the tourism leaflet.

Penny Steiner reported that the working group had met consisting of CCTC councillors Phillipa Biddlecombe, Penny Steiner and Margaret Bebbington; Barbara Williams from Ansford and volunteers Fiona de Fonblanque and Jill Halford. Volunteers have done a fantastic job with the leaflet and the content of the leaflet produced in 2018 was considered good, but the information needed updating. A local design company would be asked to quote for professional artwork for the design and the map. This would need to be produced in time for the SSDC Tourism Leaflet Exchange, which is usually held in March. Leaflets produced more than two years ago are not accepted for this event.

Noted. The map does not need to include the new development in Ansford, as it is aimed at tourists. Pek Peppin to check the historical information.

Fairfield to be added to the leaflet.

b) To consider redesigning the joint Market House and Market promotional postcard

Penny Steiner suggested that the postcard would benefit from a refresh. Once produced, this would be distributed to pubs and other local outlets. Penny Steiner and MCA to work on this.

Noted. The committee is happy with the general concept of a postcard format.

The information on market stalls to be generalised in case of changes in the specific stalls attending. Pek Peppin to be consulted regarding the text.

c) To consider four prices for the supply and installation of Christmas trees and agree which contractor to choose.

Penny Steiner reported that Full Council had agreed that CCTC would provide Christmas trees to be put in the external holders for all traders in the town this year. This did not include private houses. This is a 3-year contract and four tenders had been submitted.

RESOLVED: It was proposed and unanimously agreed that the lowest tender would be accepted. The Deputy Town Clerk to write letters of regret to the unsuccessful tenderers and letter of acceptance to SLR. To ask SLR to confirm how many traders wanted a tree. CCTC to check lights.

Action : Deputy Town Clerk

MCC33 Market House –

- a) To hear an update on current bookings.

Penny Steiner reported that the Library for All initiative would be using the Shambles regularly until December, apart from the days when already booked by Ashridge Trees. A few bookings have been made for 2020/2021 including a designer clothes sale in November; two weddings in December; and for 2021, three firm wedding bookings and three further wedding enquiries. In addition, there are three dates for a wine tasting course in the spring of 2021 and two Caryford Hall music events in May and October.

Judi Morrison reported that the organiser of the U3A art course which has been held in the Shambles for many years did not wish to return due to current Covid restrictions. It was suggested that they could possibly use the top floor of the Market House as an alternative.

- b) To note that the top floor of the Market House is vacant, to consider letting potential and agree rental charges.

There was some discussion about the letting potential and the disadvantages of letting the top floor (The Assembly Rooms). Pek Peppin reminded councillors that there are no suitable tables and chairs in the room but suggested these could be borrowed from the Shambles. The billiard room is currently being used by the Museum but should be empty by Christmas. Pek Peppin asked whether bookings could be made online, the MCA reported that she did not yet have full access to the Edge booking system. A general booking system, eg Google calendar, was thought to be easier for this room.

Noted. The night storage heaters need to be left on low.

The Assembly Rooms needs to be marketed in a positive way when the MCA is discussing facilities with enquirers.

RESOLVED: - It was proposed and unanimously agreed to recommend to Full Council to market the room and the billiard room from the New Year, until such a time as any building works commence; it was further unanimously agreed not to accept any long-term ongoing bookings in case they conflict with future development and refurbishment plans; it was further unanimously agreed that the room rental costs would be the same as the Shambles, to include the billiard room; it was further unanimously agreed to ask the Town Council's Health & Safety Consultant to produce two risk assessments for the facility (one Covid related and one general).

Action : Town Clerk

- c) To consider an increase in rental costs for The Shambles, Undercroft and Cobbles, to take effect from April 2021.

Penny Steiner asked the committee to consider the rental charges for the above facilities and recommended that these were not increased for the 2021/2022 financial year due the issues caused by current Covid regulations.

RESOLVED: - It was proposed and unanimously agreed to the maintain current facility charges.

MCC34 Notice-board - To note complaints about the public noticeboard near the Post Office and to agree any action to be taken.

Penny Steiner reported that an email of complaint had been received about drawing pins falling out of the noticeboard and subsequent injuries to a dog. She explained that the board had recently been re-corked, so it was not a quality issue, but that there was a lack of pins and that people often removed the existing pins to use for their own posters, Philippa Biddlecombe commented that it was a windy location and the posters were often blown off.

It was agreed: Penny Steiner to draft a reply to the email complaint explaining what action would be taken and the MCA to buy a box of drawing pins to stick in the corner of the board for general use.

Action : MCA/Penny Steiner

20.05 Pek Peppin left the meeting

MCC35 Review of Policies and Documents

- a) To review the following policies and recommend to the Full Council that they are re-adopted:

- General Policy

The Deputy Town Clerk reported that she had circulated this but had received no comments from councillors.

RESOLVED: - It was proposed and unanimously agreed that the following amendments be made and the Policy recommended to Full Council for re-adoption:

Section 1.1 - Green Policies – Deputy Town Clerk to update

Section 3.1 - To delete section on development policy

Section 3.4 - Facilities, to take out 'litter bins'

Section 4.2 - To change 'Facebook' to upper case

Section 4.3 - Annual Networking Coffee Morning did not take place this year. Judi Morison suggested this be changed to 'Community Conversation'

Section 4.6 – Community Events – to add 'Eat Festivals'

Section 5.4 – Neighbourhood Plan – to add 'continue to update'; to correct spelling of 'ambience'

- Advertising Policy

RESOLVED: - It was proposed and unanimously agreed that the following amendment be made and the Policy to be referred to Full Council for re-adoption:

To change 'Facebook' to upper case

- b) To approve two new policies and recommend to Full Council that they are adopted:

- Market Advisory Group Terms of Reference

Noted – it had been agreed that the Market Manager would attend in an advisory capacity but not have a right to vote.

RESOLVED: - It was proposed and unanimously agreed that the document be referred to Full Council for adoption.

- Environmental Working and Advisory Group Terms of Reference

This document had been drawn up by the Deputy Town Clerk. Discussions were taking place with Bruton & Ansford. With contact to be made with Wincanton. Sally Snook expressed concern about public money being spent on environmental projects and asked whether the council had contacted Cllr Sarah Dyke at South Somerset District Council. Penny Steiner reminded councillors that the Terms of Reference were 'working towards' – an aspiration, not a firm commitment. The Deputy Town Clerk reported that her role was expanding to accommodate the work associated with a rapidly increasing number of environmental projects and as a part time officer her time is limited so collaborative projects with neighbouring towns and parishes was a way ahead.

RESOLVED: - It was proposed and unanimously agreed that the document be referred to Full Council for adoption.

- c) To note the draft meeting dates for 2021 and consider recommending these to the Full Council for approval.

It was agreed: the following changes to be made; the meeting dates to be updated, circulated and added to the CCTC website:

- Swap the dates of the Finance and Planning meetings for the months of April and May to allow for SSDC Planning Department on Bank Holiday closure.

Action : Deputy Town Clerk

The next MCC meeting will be held on Monday 4th January 2021 at 7pm.

The meeting ended at 20:28