



MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING

held on Monday 22nd February 2021 at 7.00pm

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

Present: Penny Steiner (Chair), Margaret Bebbington, Philippa Biddlecombe, Judi Morison, Farès K Moussa and Sally Snook.

Clerk: Lisa Davis

In attendance: Claire Craner-Buckley (Deputy Clerk), Laura Tilling, Sarah Milner-Simonds (Eat Festival) and Beverley Milner-Simonds (Eat Festival)

No members of the public were present.

The meeting started at 19:00

2021

MCC36 Apologies for absence

Apologies were received from Pek Peppin.

MCC37 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.

MCC38 Minutes of Marketing & Communications Committee meeting of 26th October 2020

RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 26th October be approved, to be signed by the Chair at a later time.

MCC39 To review actions points from the last meeting:

- a) **Newsletter Trade Directory** – not yet completed.
- b) **Christmas is coming campaign** – the campaign was promoted but did not go ahead and the event was cancelled due to COVID restrictions.
- c) **Assembly Room risk assessments** – not yet completed, although noted that the situation has changed since the initial suggestion.
- d) **Notice board complaint** – not yet completed, Penny Steiner agreed to get pins for the noticeboard and put a notice up.

Action 210222/1: Penny Steiner

MCC40 Newsletter:

- a) **Production of current edition** – the newsletter is with the printing company and should be delivered to the Market House on Friday 26th February for circulation. Penny Steiner agreed to send a copy to Sally Snook to publish on the website.

Action: 210222/2: Penny Steiner

- b) **Future editions – to agree the way forward**– it was agreed that the Marketing and Communications Assistant would take on the typesetting of the newsletter, working with Claire.
- c) **Articles** – there had been several articles submitted for the current edition with increased word count. It was agreed to categorically state that anything over 280 words would be returned by the Deputy Clerk/Marketing and Communications Assistant to be edited.

Action 210222/3: Deputy Clerk/Marketing & Communications Assistant

- d) **Trade Directory** – there has been a decrease in the number of advertisements so it was agreed that the Chair would ask Churches Together to promote this more for the May edition
Action 210222/4: Penny Steiner

MCC41 Events:

- a) **Christmas lights – feedback on 2020 and action plan for 2021** – positive feedback was received about the lights that were funded by CCTC and APC in 2020. Judi Morison suggested that consideration is given to do something different and perhaps more sustainable this year. It was agreed to discuss this further at the next Christmas Committee meeting.

RESOLVED: to put forward a proposal to Full Council to allocate up to £1,000 to fund Christmas lights or something similar for 2021.

Action 210222/5: Penny Steiner

- b) **EatCastleCary** – the Committee received an update from Beverly and Sarah Milner-Simonds about the Eat Festival that is planned to take place in Castle Cary on 1st May 2021. The event will be different this year to adhere to the government guidelines and restrictions relating to COVID-19. The Safety Advisory Group are meeting on 11th March to discuss the event.

- c) **Discuss plans for 2021 town events** – it was suggested to hold a community event during the summer. It was agreed to setup a Working Group to take this forward. Penny Steiner would arrange the first meeting of the Working Group.

Action 210222/6: Penny Steiner

Following the success of the Apple Day event in 2019 it was agreed to plan to hold another in October. The Marketing and Communications Assistant would lead on this when appointed but Penny Steiner agreed to contact Lucas and Lucy in the meantime.

Action 210222/7: Penny Steiner

Penny Steiner agreed to arrange the first meeting of the Christmas Group within the next month to discuss plans for this year.

Action 210222/8: Penny Steiner

MCC42 Tourism leaflet:

- a) **Update on progress** – comments have been taken on board and a new photo will be taken this week for the front cover. Proof reading has been completed and amendments made.
- b) **Distribution dates** – leaflet distribution will take place at the Literature exchange that is planned to take place in May.

MCC43 Market House:

- a) **Bookings** – the Council received a written report from Laura Tilling. Penny Steiner thanked Laura for managing the bookings and for her hard work to get the booking system fully in place for 1st April.
- b) **Marketing and Communications Assistant recruitment** – it was agreed to discuss this at the Finance and Management Committee meeting in March. Judi Morison would circulate the previous job description.

Action 210222/9: Judi Morison

- c) **Discuss publicity programme for facilities promotion** – it was agreed to discuss this at the next meeting.

Action 210222/10: Town Clerk

MCC44 Websites:

- a) **Discuss action plan for updating CCTC and Market House bookings websites** – it was agreed that it is important for the new Marketing and Communications Assistant to be involved in the web design and build so it was agreed to discuss further at the next meeting when we should know more about the recruitment to the vacant post.

Action 210222/11: Town Clerk

- b) **Discuss the possibility of an obituary section on the website** – it was agreed to consider this as part of the re-design and new website project.

MCC45 Welcome Pack:

- a) **Discuss distribution methods** – postcards are available to post through letterboxes and collect from the Information Office when it re-opens. It was agreed to distribute once the lockdown restrictions are lifted and the office is staffed. Penny Steiner agreed to contact the Estate Agents and find out if they are still distributing them.

Action 210222/12: Penny Steiner

MCC46 Tuesday Market:

- a) **Update from Market Manager** – the Council received a written report from the Market Manager.
- b) **Update on card machine** – the Town Clerk reported that an order had been placed for the card machine and printer.
- c) **Discuss staffing options for the market** – the Market Manager has confirmed that she is happy to continue the administration of the market and collection of pitch fees and now has another trader assisting with the setup.

The meeting ended at 20:33

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 26th April 2021 at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 15th April 2021.