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**MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING**

held on Tuesday 4<sup>th</sup> May 2021 at 7.00pm

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

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

**Clerk:** Lisa Davis

**No members of the public were present.**

**The meeting started at 19:00**

**2021**

**MCC01 Apologies for absence**

Apologies were received from Margaret Bebbington, Kenneth Gray and Farès Moussa.

**MCC02 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).**

Sally Snook declared an interest in item MCC06 b)

**MCC03 Minutes of Marketing & Communications Committee meeting of 22<sup>nd</sup> February 2021**

**RESOLVED:** It was proposed and unanimously agreed that the minutes of the meeting of 22<sup>nd</sup> February be approved, to be signed by the Chair at a later time.

**MCC04 To review actions points from the last meeting:**

- a) **Newsletter for website** – the newsletter is now on the website.
- b) **Trade Directory** – see item MCC05 c)
- c) **Christmas lights** – see item MCC06 a)
- d) **Community events/Christmas events** – see item MCC06 c)
- e) **Facilities promotion programme-** see item MCC13 c)

**MCC05 Newsletter**

a) **Production numbers for next newsletter** – it was agreed to increase the production numbers from 1,800 to 2,000.

b) **Discuss production of next edition** - it was agreed to ask Ruby Craner-Buckley to typeset the May edition and the new Marketing and Communications Assistant would take on the typesetting of the newsletter from the summer.

**Action 210504/1: Penny Steiner**

c) **Trade Directory** – it was agreed not to offer trade advertisements to new traders after the May edition.

**Action 210504/2: Penny Steiner/Deputy Clerk**

**MCC06 Events**

a) **Christmas lights – action plan for 2021** – the events group are still working on a proposal for the Christmas lights/display for 2021. Judi agreed to contact Langport TC to find out more information about their lights and Steve would measure the area from The Bakehouse to the Horsepond.

**Action 210405/3: Judi Morison**

**Action 210405/4: Steve Biddlecombe**

- b) **EatCastleCary – feedback** Penny Steiner reported that the feedback to date from stallholders had been positive. One of the traders was new to Castle Cary and is considering trading at the weekly market. Two negative comments were received during the day before and the morning of the festival. It was noted that the Environmental Health Officer visited the event and COVID Marshalls were visible throughout the day. Comments would be passed to the event organisers. The road closure is already in place for the event to take place in 2022. It was agreed to invite the organisers to attend the Annual Town meeting in July to consult with the local community.

**Action 210405/5: Town Clerk**

- c) **2021 town events** – planning is progressing well for the Fun on the Field event on 20<sup>th</sup> August. It was agreed to take a proposal to Full Council to purchase 4,500 bulbs to give away at the event.

**Action 210405/6: Penny Steiner**

The Apple Day event is booked for 10<sup>th</sup> October. The new Marketing and Communications Administrator would be co-ordinating the arrangements for this. Planning is underway for Big Christmas on 9<sup>th</sup> December this year, an advert would be included in the next newsletter requesting additional helpers.

**MCC07 Tourism leaflet**

- a) **Distribution update** – Penny Steiner reported that the tourism leaflet is now in circulation. The volunteers have done well getting it out into public places and this will continue as more venues re-open. Copies will also be distributed at the Literature exchange on 26<sup>th</sup> May. Nick Crowley fed back that there had been a positive response to the leaflet by customers in his shop.

**MCC08 Market House**

- a) **Bookings** – Penny Steiner reported that Laura Tilling was doing a sterling job and the bookings were now increasing. The Coffee mornings will re-start on 15<sup>th</sup> May, there are six weddings booked between now and early 2022 and interest had been received from local photographers to use the space. In response to a query from Sally Snook, Penny advised that disposable cups would be used for the coffee mornings to reduce the COVID risk.
- b) **Marketing and Communications Assistant recruitment** – Penny Steiner reported that Colleen Bower would be starting on 17<sup>th</sup> May.
- c) **Summer Show** – the Council received an update from Pek Peppin on the proposals and the items being displayed. It was agreed to take a proposal to the next Finance Committee meeting to produce a leaflet to encourage people to get involved.

**Action 210405/7: Pek Peppin**

Following a query regarding the insurance cover for the top floor of the Market House and the items that would be displayed during the summer it was agreed to contact the insurance company.

**Action 210405/8: Town Clerk**

The Council need to consider the longer term technology needs for the Assembly Room. It was agreed to do some research about what is available and discuss further at the next Marketing and Communications Committee meeting.

**Action 210405/9: Pek Peppin/Penny Steiner**

The heaters in the Assembly Room need to be removed and disposed of. It was agreed to discuss this at the next Properties and Infrastructure Committee meeting.

**Action 210405/10: Philippa Biddlecombe**

**MCC09 Cary in Bloom**

- a) **Update** – the Council received an update on the arrangements for Cary in Bloom

**MCC10 Websites**

- a) **Discuss action plan for updating CCTC and Market House bookings websites** – it was agreed to setup a working group to consider options and put forward a proposal.
- b) **Setup working group to manage update of website** – it was agreed that the working group would include Judi Morison, Penny Steiner, Sally Snook, Philippa Biddlecombe and Colleen Bower. Penny Steiner would arrange the first meeting in early June.

**Action 210405/11: Penny Steiner**

c) **Discuss possibility of agreeing a preferred supplier for website design** – it was agreed to contact other Town Clerks about website design companies that they use.

**Action 210405/12: Town Clerk**

d) **Discuss the possibility of an obituary section on the website** – it was agreed that the working group would discuss this.

**MCC11 Welcome Pack**

a) **Update on distribution** – Penny Steiner reported that the volunteers are working hard to deliver the Welcome Pack and promoting it to visitors to the Information Office.

**MCC1 Tuesday Market**

a) **Update from Market Manager** – the Market Manager had not provided a written report but Penny Steiner reported that the market was running very well and the Undercroft had been re-opened for traders to use.

b) **Update on card machine** – the Town Clerk reported that the card machine was being setup ready to use. It was agreed that this was a priority so that new traders could pay by card.

c) **Update on Newt support for expansion** – the Council received an update on the plans to use the funding from the Newt.

**MCC12 Publicity**

a) **Town flyer** – a draft flyer was circulated. Suggested amendments were discussed and agreed. Penny Steiner would arrange for these amendments to be made and an updated copy to be circulated.

**Action 210405/13: Penny Steiner**

b) **Consider proposal to re-instate the monthly billboard**

**RESOLVED: It was proposed and unanimously agreed to re-instate the monthly billboard on a first come, first served basis with acknowledgement that it was not possible to promote every event.**

c) **Discuss publicity programme for promoting the facilities** – it was agreed to defer discussion so that the new Marketing and Communications Administrator could lead on this programme.

**MCC13 Signage**

a) **CCTC sign** – it was agreed that the new Marketing and Communications Administrator would look into this.

**The meeting ended at 20:38**

*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 28<sup>th</sup> June 2021 at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 17<sup>th</sup> June 2021.**