



Castle Cary Town Council  
The Market House  
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## APPROVED MINUTES OF EXTRAORDINARY MARKETING AND COMMUNICATIONS COMMITTEE MEETING

This meeting was held at 6.30pm on Monday 2<sup>nd</sup> August 2021 at The Market House, Castle Cary, BA7 7AH

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**Attendees: Councillors - Nick Crowley, Judi Morison, Pek Peppin, Sally Snook, Penny Steiner**

**Marketing & Communications Administrator: Colleen Bower**

**Clerk: Claire Craner-Buckley Deputy Town Clerk**

**2021**

**MCC30 Apologies for Absence**

Apologies had been received from Kenneth Grey, Philippa Biddlecombe, Margaret Bebbington

**MCC31 Declarations of interest.** Members to declare any interests they may have in agenda items that accord with the requirements of the Councils Code of Conduct, and to note the grant of dispensations made by the town clerk in relation to the business of this meeting.

No declarations of Interest were received

**MCC32 New website**

a) To consider the specification for the new website.

PS thanked CB for the very comprehensive site map and specification that she has drawn up to go out for tender for redesign, support and hosting the Town website.

Unfortunately NC & PP had not seen the attachment & details.

CB told the meeting that she has spoken to LD the Town Clerk to ensure that the Council's needs are covered. She has also spoken to local businesses and members of the public. She had received feedback from CCB who had given feedback re: environmental sections.

SS had also fed back to say that she would like a Planning Blog option.

It was agreed that the new website will be a key way that we can communicate with all.

CB explained the 4 categories- resident, visitor, business or council, that the site will be divided into. Ensuring that the site can be navigated with the minimum of clicks.

JM emphasized that it is important to separate the Town Council from the town itself with the different pathways. CB explained that when the structure was agreed in principle then the exact content could be decided upon.

It was agreed that we need to find a number of companies to pitch once they have seen the site map, spec. and 'the feel' we are looking for. We need to be able to work with them on the creation and future maintenance & updating of the site. CB is looking for descriptive words eg 'classy' to help with briefing the pitching organisations. She noted that it is about the chosen company 'wowing' us.

JM wanted to clarify that the website address would be '...co.uk'. SS agreed that we do not want a '...gov.uk' address.

It was agreed that the change will take between 3 and 6 months.

b) To agree the branding

It was agreed that the website would use the Market House blue and would match the sister MH Bookings website.

c) To agree companies to invite to tender to build the new website.

A number of potential companies were discussed.

CB suggested to the meeting that we cannot base our opinions of a suitable company on their previous work, as we will not know the brief or budget that they were working to.

The budget available for this project was discussed.

A discussion took place as to whether specific companies should be approached or whether tenders should be invited via adverts. It was agreed to contact a number of companies directly.

It was agreed that although the geographical location of the chosen company need not be nearby, a locally based designer would probably work best on a practical level.

PS asked that details of any companies that the committee would like to tender were given to CB by this Friday 6<sup>th</sup> August 2021. Recommendations would then go to the next Full Council meeting on 16<sup>th</sup> August 2021, along with the site map and specification.

SS was thanked for the excellent work that she has done as webmaster to the current website.

### **MCC33**

#### **Market Manager / Market Porter vacancy**

a) To agree the job description and person specification

PS gave a brief background to the vacancy. The Market Toby roll had been established 8 years ago- & the current post holder AP had set it all up, run the markets, promoted and undertaken the administration for the Tuesday Weekly Market. In recent times this had evolved to include assistance with heavier lifting etc.- a trader had been paid to do this.

A discussion took place as to whether a Toby should again be employed to take on the full role or whether it was preferable to employ a Market Manager with separate porter. It was agreed that the full Toby role should be advertised and if a porter was needed, then the Toby could follow this through.

PS agreed to revisit the new Job Description to match this. The contract is for 12 months, working from 7am to 3pm each Tuesday and will pay £3800.00.

CB will give assistance with promoting the Market.

b) To agree the recruitment process

It was agreed that the vacancy would be advertised on the website, on Facebook, on the Town noticeboards and via the SALC & SSDC websites.

AP would be telling the market traders of her plans this week and it was felt that they may know suitable candidates to take on the role.

It was noted that she would be a very hard act to follow.

The Ad will be ready for approval by FC at their next meeting on 16<sup>th</sup> August 2021.

The meeting finished at 7.10pm.