



BENTHAM TOWN COUNCIL

MINUTES of the Marketing Meeting held on Monday 9th March 2020 in the Lower Town Hall at 7.30 pm

Present: Cllrs Adams (Chairman), Hill and Stannard, and the clerk Christine Downey.

- M29 To Receive Apologies from members unable to attend: **None**
- M30 To Receive and Record any member's Disclosable Pecuniary Interest in relation to any items on the agenda and to receive and decide members requests for DPI dispensations: **None**
- M31 To agree the minutes of the previous meeting of 11th November 2019
RESOLVED: That the minutes of the meeting on 11th November 2019 be agreed and signed.
- M32 To receive an update on the accommodation guide
A simple accommodation guide is in hand and will be produced asap. Pass details of any accommodation to be included to Cllr Stannard. An appeal for the details of local accommodation to be included will go on the About Bentham website.
- M33 To receive an update on the marketing brochure(s) for the Town Hall
Cllr Hill has this matter in hand and will try and obtain new photographs of events in the town hall. However, it was stressed that the purpose of the photographs is to give a sense of the size of the various rooms and the functions which they can typically be used for, and that many the older photographs serve this purpose already. It was thought that the approach could be to clearly identify the three different rental rooms, and perhaps market them for different types of functions and uses.
- M34 To receive an update re A4 folder of supplier's information for functions
There is no trace of an A4 folder of supplier's information for functions, just a few notes on possible table positions.
RESOLVED: To compile a folder of details of local suppliers of items typical needed at functions (e.g. florists, catering suppliers etc).
RESOLVED: Cllr Adams will write an advert for the Facebook page requesting interested supplied to provide details for inclusion.
- M35 To receive an update on the use of social media
The social media is going very well. The web sites and facebook page give details of the upcoming coffee mornings. Events such as Carnival Bentham, Bentham Bonfire, VE day 75th anniversary celebrations, and other similar events are included on the websites.
Details of road works are given.
Last month there were 143 "likes" on facebook page, which is 32 up on the previous month. The page has reached over 4,100 people in the last 28 days, and is not causing any issues.
It may be possible to share the page to Bentham Past & Present page.
RESOLVED: Clerk to forward an up to date list of the 2020 coffee mornings to Cllrs Hill and Stannard.
- M36 To consider the use to be made of the website budget
Cllr Stannard would appreciate any assistance with uploading information as he is now running four websites. Cllr Adams will look into assisting with the town council website.



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Otherwise, leave all arrangements as they currently are, it is not thought necessary to invest in an outside website provider at this time.

Most helpful thing individuals can do is to provide information to be included on the council website.

RESOLVED: No further action regarding website budget.

- M37 To receive a report on Calendar 2020 monies
The profit to date on the 2020 calendar is £1,107.25 and will be £1,207.25 when the final sponsor has paid their invoice.
RESOLVED: To present a cheque for £1,207.25 at the next full council meeting, providing that Charlotte Mouncey is available.
- M38 To consider 2021 Calendar
It was agreed that it is worth continuing to produce a Bentham and Beyond calendar and supporting a local good cause.
Must obtain and select photographs in good time to get calendar to printers by early September.
RESOLVED: Clerk to submit an article to the Bentham News asking for photographs for the 2021 calendar by 31st August 2020, and details of local groups to be considered as the 2021 beneficiary.
RESOLVED: Cllr Hill will contact the three individuals who supplied the 2020 photographs and request entries for the 2021 calendar, each stating where the photograph was taken. Will also ask Ian Henshaw for entries.
RESOLVED: Cllr Hill to contact Bentham Community Primary School to enquire if the school children can supply photographs for consideration for the 2021 calendar.
- M39 To discuss the Tourist Information season
- 39.1 Office opening dates and times
RESOLVED: Season to start on Saturday 04/04/2020.
RESOLVED: TIP to close at noon on Saturdays due to extremely poor visitor numbers on Saturday afternoon.
- 39.2 Coffee morning 4th April 2020
We need raffle prizes, baking and volunteers to assist.
RESOLVED: Clerk to email all councillors asking them to attend the coffee morning; bake cakes for sale if possible; and bring raffle prizes.
RESOLVED: Cllr Hill to contact Carol Sinclair and Iris to invite them to run stalls at the coffee morning if they wish.
RESOLVED: Cllr Stannard to ask the playing field association if they wish to participate in some way, e.g. with a stall.
RESOLVED: Cllr Stannard to inform the volunteers about the coffee morning.
- 39.3 Coordination
RESOLVED: Cllr Stannard finalising the rota with the volunteers.
- 39.4 Volunteers
Dealt with at 39.3.
- M40 To discuss the rates for hiring the kitchens
The rate for the Main Kitchen plus the Lower Hall is £10.25 per hour, plus vat.
The rate for the Main Kitchen, plus the Lower Hall, plus the galley kitchen is £12.25 per hour, plus vat.



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The rate for the Main Kitchen alone is £15.40 per hour, plus VAT. This is representative of a commercial hire and was agreed historically when there was a proposal to use the kitchen regularly, on a commercial basis.

M41 To consider marketing councillor role

RESOLVED: No further action.

M42 To receive and consider Minor items / items for the next agenda

There is a potential function at the playing fields this summer. Arts and music for young people. Cllr Stannard will include on website if and when it's arranged.

RESOLVED: Key for the town hall are not to be provided to hirers except in exceptional circumstances, e.g. where an event is due to finish at 1am.

RESOLVED: The booking forms to show the exact opening and closing times for all events.

M43 Date of next meeting – to be advised.

There being no further business the meeting was closed at 20.45.