



## BENTHAM TOWN COUNCIL

### MINUTES of the Marketing Committee Meeting held on Monday 16<sup>th</sup> November 2020 at 7.30 pm. - Conducted remotely

Present: Cllrs Stannard (Chair), Adams, Bridgeman and Burton. The Clerk Christine Downey.  
And one member of the public.

- M19           **Apologies** from members unable to attend: -  
19.1       To Note Apologies for absence given in advance of the meeting.  
              **Cllrs Hill and Wills.**  
19.2       To consider acceptance of reasons for absence.  
              **None.**
- M20           **Declaration of Interest:** -  
20.1       To Note Declarations of Interest not already declared under members Code of Conduct or  
              members register of Disclosable Pecuniary Interests.  
              **None.**  
20.2       To Approve Dispensation Requests.  
              **None.**
- M21           To agree the **Minutes** of the previous meeting of 14<sup>th</sup> September 2020. (Paper M 2020/03)  
**RESOLVED: That the minutes of the meeting on 14<sup>th</sup> September 2020 be agreed and  
signed.**
- M22           To discuss **Calendar** matters: -  
22.1       To receive an update regarding the 2021 Calendar.  
              It was reported that the Calendars have been collected; and delivered to Bentham Post  
              Office, Settle Swimming Pool, and Mrs Ruth Gill.  
              **Received.**  
22.2       To consider the purchase of envelopes from Stramongate Press at £37.00 (+vat) per 100.  
              **RESOLVED: To purchase two boxes of 100 envelopes from Stramongate Press. To charge  
50p per envelope, making the cost of a Calendar in an envelope £8.00. Clerk to liaise  
with Cllr Stannard re collection of the envelopes.**  
22.3       To agree arrangements for distribution and/or sale.  
              The cost will be established of a Calendar in an envelope, and postage at standard Royal  
              Mail second class UK rate, as soon as the envelopes are obtained. (Likely to be cost of a  
              500-gram parcel, but to be determined).  
              **RESOLVED: Adverts for the Calendar will be added to the website and social media as  
soon as the swimming pool advise of where it may be purchased from Settle.**  
              **RESOLVED: To avoid sales from the Town Hall office in view of current Covid19  
restrictions.**  
              **RESOLVED: Cllr Adams will offer a Calendar sales service, in the following manner: -**  
              **A) Purchaser rings up and gives a UK address to which the calendar should be posted.**  
              **B) Purchaser pays the agreed standard price for Calendar, envelope and postage, by  
BACS into council bank account.**  
              **C) Purchaser confirms payment made to [gareth.adams@benthamtowncouncil.co.uk](mailto:gareth.adams@benthamtowncouncil.co.uk) and  
Cllr Adams dispatches the calendar.**



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22.4 To discuss possible provision of free and/or reduced-price Calendars to photographers, and agree a way forward.

**RESOLVED: Photographers to be provided with complimentary calendar(s) in ratio to the number of their photographs used, as follows: -**

**A) 1 to 3 photographs = 1 free Calendar.**

**B) 4 to 6 photographs = 2 free Calendars.**

**C) 7 to 9 photographs = 3 free Calendars.**

**D) 10 to 10 photographs = 4 free Calendars.**

**RESOLVED: Calendars purchased by photographers over and above their complimentary allotment to be charged at full price and not a discounted price.**

22.5 To decide if a Calendar Policy is required, and agree a way forward.

**RESOLVED: Clerk to draft a Calendar Policy based on current practises for consideration by Marketing Committee and discussion at next marketing meeting.**

M23 To consider Minor items / items for next agenda  
**None**

M24 Date of next meeting: - 15<sup>th</sup> March 2021.

There being no further business, the meeting closed at 7.52 pm.