Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 24th October 2022 at 7.00pm

The meeting was held at The Market House, Market Place, Castle Cary, BA7 7AH

Present: Margaret Bebbington (Chair), Linda Ball, Philippa Biddlecombe, Angela Piggott and Trevor Oats
In attendance: Lisa Davis and Catrin Loxton

The meeting started at 19:22

2022

MCC13 Apologies for absence
Carly Franklin, Judi Morison and Pek Peppin had sent their apologies

MCC14 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 interests declared

MCC15 Minutes of Marketing & Communications Committee meeting of 27th June 2022
RESOLVED: It was proposed and agreed (3 – for, 4 – abstained, 0 - against) that the minutes of the meeting of 27th June 2022 be approved, to be signed by the Chair at a later time.

MCC16 To review actions points from the last meeting:
Katie Armstrong has spoken to APC and produced a list of locations for QR codes but this has not been progressed further.

MCC17 Marketing and Communications

a) Marketing and Communications update report the Committee received an update from the Marketing and Communications Administrator.

b) To discuss advertising for weddings and events
It was agreed that the Marketing and Communications Administrator would contact Somerset Registration Service to enquire about promotion of venues. It was also agreed that Social Media posts would be boosted as appropriate.

Action 221024/:1 Marketing and Communications Administrator

MCC18 Newsletter

a) **Confirm editorial checks for next edition** The Marketing and Communications Administrator would work with the Deputy Clerk and Ruby Craner-Buckley to produce and check the next edition of the newsletter.

Action 221024/2: Marketing and Communications Administrator/Deputy Clerk

b) **To agree pictures for front cover of the 2023 newsletters**
Margaret Bebbington suggested that the schools are asked to produce pictures for the front cover of the newsletter with a Castle Cary and Ansford theme. Margaret agreed to speak with Ansford School and to ask Carly Franklin to speak with the Primary School.

Action 221024/3: Margaret Bebbington/Carly Franklin

MCC19 Events

a) **Warm Space Welcome** It was noted that a Warm Space Welcome will be hosted at the Market House on Tuesday 25 October 10am – 1pm. It was suggested that the Market House could be offered as a warm space each Tuesday and it was agreed to look for volunteers to help to co-ordinate this.

b) **Big Christmas** It was reported that plans were going well for Big Christmas taking place on 8 December.

c) **Fun on the Field event 2023** It was agreed to defer this item to the next meeting as no information was available.

d) **EAT Festival** It was agreed that the Town Clerk would contact the organisers of the EAT Festival and find out if they had plans to hold an event in Castle Cary in 2023.

Action 221024/4: Town Clerk

e) **Somerscience Festival 2023** The Town Clerk advised that Colleen Bower was organising a Somerscience Festival taking place in various locations in Castle Cary and Bruton.

MCC20 Markets

a) **Report from Market Manager** the Committee received an update from the Market Manager

MCC21 Cemetery Chapel bookings

a) **To discuss suggested arrangements for the Deputy Town Clerk to administer community bookings for the Chapel alongside Interment bookings.**
RESOLVED: it was proposed and unanimously agreed that the Deputy Clerk would administer the bookings for the Chapel alongside Interment bookings.

Action 221024/5: Deputy Clerk

b) **To discuss and agree the promotional leaflet 2022**
RESOLVED: it was proposed and unanimously agreed to print the promotional leaflet

c) **To discuss and agree the conditions of hire**
RESOLVED: it was proposed and unanimously agreed to approve the conditions of hire

d) **To discuss and agree the hire agreement/booking form**
RESOLVED: it was proposed and unanimously agreed to approve the hire agreement/booking form

MCC22 Christmas lights

a) **To agree arrangements for Christmas lights at the Market House and in the town.** It was agreed that the Christmas lights would be put up by 2 December. The Town Clerk would speak to Mike Stokes about spare battery lights.

Action 221024/6: Town Clerk

MCC23 Coronation 2023

a) **King's Coronation 2023** Margaret Bebbington advised that she had spoken to people in the town about what they may like to do for the Coronation. It was agreed that a Working Party would be setup to look at plans for town celebrations. Margaret would write an item for the newsletter asking for volunteers to join a Working Party.

Action 221024/7: Margaret Bebbington

MCC24 Cary in Bloom

a) **To discuss entry of Cary in Bloom into Britain in Bloom competition in 2023.** It was agreed that Katie Armstrong would lead on an entry into Britain in Bloom in 2023.

MCC25 2023 meetings schedule

a) **Discuss draft 2023 meetings schedule** The meetings schedule for 2023 was agreed.

MCC26 Christmas drinks

a) **To note arrangements for Christmas drinks event for Councillors, staff and volunteers.** Noted

The meeting ended at 20.33

The next meeting of the Marketing & Communications Committee will be held on Monday 30th January 2023 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 19th January 2023.