Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 30th January 2023 at 7.00pm

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

Present: Margaret Bebbington (Chair), Philippa Biddlecombe, James Camm, Carly Franklin, Judi Morison, Angela Piggott and Pek Peppin
In attendance: Lisa Davis and Catrin Loxton

The meeting started at 19:00

2022

MCC27 Apologies for absence
Linda Ball, Steve Evans and Tom Trouton had sent their apologies

MCC28 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).
Angela Piggott declared an interest in item MCC35b)

MCC29 Minutes of Marketing & Communications Committee meeting of 24th October 2022
RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 24th October 2022 be approved, to be signed by the Chair at a later time.

MCC30 To review actions points from the last meeting:
There was no update.

MCC31 Marketing and Communications

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

b) To discuss new banners to advertise hire of the Market House It was agreed to look at options for banners (design and material). James Camm suggested that 'Pay per click' is considered for promoting weddings at the Market House. James would arrange to meet with the Marketing and Communications Administrator to discuss the details.

Action 233001/1: Marketing and Communications Administrator
Action 23001/2: James Camm / Marketing and Communications Administrator

Judi Morison suggested that local groups are asked to design a flag that could be put up in the town centre. It was agreed that James Camm would look at the brackets that are used for the Christmas trees and report back at the next Marketing and Communications meeting.

Action 233001/3: James Camm

c) Discuss Marketing and Communications Plan It was agreed that Judi Morison and Margaret Bebbington would meet with the Marketing and Communications Administrator to produce a draft plan for 2023/24.

MCC32 Newsletter

a) **Confirm editorial checks for next edition** The deadline for the next newsletter is 8 February. Philippa Biddlecombe agreed to pass on contact details for Lynne to complete the editorial checks before it goes to print.

Action 233001/4: Philippa Biddlecombe

MCC33 Events

a) Warm Space Welcome It was noted that a Warm Space Welcome will be hosted at the Market House on Tuesday 14 February 9am – 12pm. The Marketing and Communications Administrator would contact Castle Cary Scout group to inform them.

Action 233001/5: Marketing and Communications Administrator

b) Big Christmas A wash up meeting was held on 24 January with one new person coming forward to join the Committee. The next meeting would take place on 28 February. Angela Piggott reported that she had spoken to the Anonymous Travellers Market about possible options for 2023.

c) Fun on the Field event 2023 It was agreed to include this on the agenda for the Community Conversation in February.

Action 233001/6: Judi Morison

It was noted that the Church Fete would take place on 22 July 2023 so would not impact on the arrangements for Fun on the Field.

d) Somerscience Festival 2023 It was agreed to ask for an update on the plans for the next MCC meeting.

Action 233001/7: Town Clerk

e) Apple Day The Town Clerk gave an update on the discussions with On the Spoon regarding Apple Day 2023. It was agreed that new blood and a team of volunteers would be needed if the Town Council were to consider organising the event. James Camm agreed to ask Robert Brown if he would like to organise and manage Apple Day on behalf of CCTC. Further discussion would be deferred until the next MCC meeting.

Action 233001/8: James Camm

The Marketing and Communications Administrator confirmed that 28th/29th was the only weekend that the Market House was available in October.

f) EAT Festival It was noted that the EAT Festival organisers had not planned an event in Castle Cary in 2023.

MCC34 Markets

a) Report from Market Manager no report had been received from the Market Manager

MCC35 Booking fees for 2023/24

a) To agree the booking fees for 2023/24
RESOLVED: it was proposed and unanimously agreed to recommend to Full Council that the bookings fees remain the same for 2023/24 but that the wording on the booking form is amended to allow more flexibility for charges for large events and commercial bookings.
Angela Piggott left the meeting.

b) To agree the charges for the Vintage Market for 2023/24
RESOLVED: it was proposed and agreed (5 – for, 1 – abstained, 0 – against) to recommend to Full Council that the charges for the Vintage Market are increased by 10% for 2023/24.
Angela Piggott returned to the meeting.

MCC37 Coronation 2023

a) King's Coronation – update on plans for the coronation celebrations Margaret Bebbington had circulated a proposal in advance of the meeting. It was agreed that a lunchtime picnic would be better to reduce the impact on other events taking place in the town during the evening. It was agreed that a wet weather plan was needed and Margaret Bebbington agreed to contact Caryford Hall to discuss this.

Action 233001/9: Margaret Bebbington

Pek Peppin reported that two Coronation lectures would be held at Caryford Hall on 30 April and 28 May to raise money for the Market House.

b) Mugs – to discuss Coronation mugs and discuss plan for remaining Jubilee mugs Pek Peppin reported that she had requested samples of the Coronation mugs and would let Councillors know when they had arrived. It was agreed to keep the remaining Jubilee mugs at the Market House to be used.

MCC38 Market House / bookings

a) **Update on Market House project and how it will affect future bookings in The Shambles** Pek Peppin reported that she had met with the Architect and discussed the colour of the materials and they were now awaiting a response from English Heritage. It was agreed to continue to take bookings for 2023 and 2024.

b) **To discuss Assembly Room lettings and furniture** The Town Clerk reported that the Health and Safety consultant had advised that the Assembly Room could be let subject to the appropriate risk assessments being in place. Tables had been ordered and it was agreed to request samples of chairs. James Camm offered to look at the samples when they were available.

c) **To discuss painting of wall in The Shambles following staining from Apple Day** Philippa Biddlecombe reported that this work had now been completed.

d) **To discuss entrance to The Shambles at night** It was agreed that the Marketing and Communications Administrator would check that users were advised to use the door to The Shambles for evening bookings to improve security for the building.

Action 233001/10: Marketing and Communications Administrator

e) **To discuss provision of refreshments by hirers and licensing requirements** It was agreed to remind users that alcohol must not be purchased by the glass from the deli, pubs or other retailers and consumed at the Market House during events.

Action 233001/11: Town Clerk / Marketing and Communications Administrator

MCC39 Walks leaflets

a) **To agree design of walks leaflets**
RESOLVED: it was proposed and unanimously agreed to approve the design of the walks leaflets

b) **To consider quotes for printing walks leaflets**
RESOLVED: it was proposed and unanimously agreed to accept the quote from Wincanton Print.

MCC40 Community Conversation

a) **To agree arrangements for Community Conversation** It was agreed to check availability at the Market House to hold the Community Conversation on Wednesday 22 February and to contact Henry Hobhouse to discuss including Fun on the Field as an agenda item rather than holding a separate meeting.

MCC41 International Women's Day

a) **Discuss request from NALC about International Women's Day** This was discussed and it was agreed not to participate in the videos this year.

The meeting ended at 21:10

The next meeting of the Marketing & Communications Committee will be held on Monday 27th February 2023 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 16th February 2023.