Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 24th April 2023 at 7.00pm

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

Present: Angela Piggott (Chair), Linda Ball, Margaret Bebbington, Philippa Biddlecombe, James Camm, Steve Evans, Judi Morison and Tom Trouton
In attendance: Lisa Davis and Catrin Loxton

The meeting started at 19:00

2022

MCC52 Apologies for absence
Pek Peppin had sent her apologies

MCC53 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 declarations of interest

MCC54 Minutes of Marketing & Communications Committee meeting of 27th February 2023
RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 27th February 2023 be approved, to be signed by the Chair at a later time.

MCC55 To review actions points from the last meeting:
The Marketing and Communications Administrator reported that 1st Image Signs are visiting on 25 April to look at the Market House Information Board. James Camm is awaiting a date for the demonstration of the video conferencing equipment.

MCC56 Marketing and Communications

a) **Marketing and Communications update report** The Committee received an update. Angela Piggott congratulated the Marketing and Communications Administrator for producing an excellent advert for the Somerset Wedding Registry directory.
b) **Flags for town centre – update** Judi Morison reported that there had been a good response from local groups and businesses. The flags had been ordered and Castle Cary Scouts would be making arrangements for them to be put up before the Coronation.

MCC57 Events

a) **Fun on the Field event – update on plans for 2023** Philippa Biddlecombe reported that the first meeting was due to be held on 25 April and that it was proposed for Fun on the Field to take place on Sunday 27 August.
b) **Somerscience Festival 2023 – update** Concerns were raised about using Fairfield for parking due to the weather conditions. It was agreed that the field would be re-assessed on the Friday.
c) **Apple Day – update** Tom Trouton reported that he had not done a huge amount of work on the event yet but it was agreed that he would contact The Newt and find out if they would like to be involved.

Action 232404/1: Tom Trouton

The Town Clerk would send details of traders who had attended previously and Philippa Biddlecombe would forward copies of the risk assessments. It was agreed that a small group would be setup to agree the arrangements and report back.

Action 232404/2: Town Clerk
Action 232404/3: Philippa Biddlecombe

d) Coronation celebration – update on plans Margaret Bebbington gave an update on plans for the event at the DP field on Sunday 7 May and thanked the Marketing and Communications Administrator for her work to promote the event.

MCC58 Markets

a) Report from Market Manager Angela Piggott reported that footfall is slow but there is still a good atmosphere at the market with the core stalls still attending weekly. The Grey Dogs went down well during the easter holidays. Unfortunately, the delivery option did not get a good response from the Singing for Fun group but we would continue to promote and encourage people to use it and Wendy would speak to the traders and ask them to raise awareness with their customers. Judi Morison congratulated Wendy Silver and Paul Parsons on the market income received during 2022-23.

b) To discuss market day charter The possible opportunities for market days were discussed and it was agreed to contact Somerset Council to discuss the road closure and requirements/restrictions for markets.

Action 232404/4: Town Clerk

c) To discuss renewal of NABMA membership It was agreed not to renew at the present time but to find out more about what support they could offer for members.

Action 232404/5: Town Clerk

MCC59 Market House / bookings

a) **To consider request for umbrellas on the cobbles** The request was discussed and it was felt that it could enhance the space and provide shelter from the sun during the warmer months but concerns were raised around health and safety and potential trip hazards. It was agreed to discuss further with local cafes/pubs and to check if it would be possible to drill holes in the cobbles to hold the umbrellas.

Action 232404/6: Angela Piggott
Action 232404/7: Town Clerk

The Marketing and Communications Administrator would look at umbrellas and costs.

Action 232404/8: Marketing and Communications Administrator

b) Update on supplier demonstrations for AV system for The Shambles There was no update to report.

c) To discuss marketing of space and events at the Market House James Camm presented his initial ideas. Town Councillors supported the concept and it was agreed that James would get more details and costs to be discussed further at the next meeting.

Action 232404/9: James Camm

MCC60 Newsletter

a) To discuss next edition of newsletter It was agreed that the layout would be reviewed as the current design had been used for several years now.

MCC61 Cary in Bloom

a) Update on plans and entry to Southwest in Bloom an update report had been circulated in advance of the meeting. Judi Morison thanked the Deputy Clerk for her work on this project.

The meeting ended at 21:04

The next meeting of the Marketing & Communications Committee will be held on Monday 26th June 2023 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 15th June 2023.