Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 21st August 2023 at 7.00pm

Present: Philippa Biddlecombe (Chair), Linda Ball, Judi Morison, Pek Peppin and Rob Worth
In attendance: Catrin Loxton

1 member of the public was present.

The meeting started at 19:00

2023

MCC14 Apologies for absence
Apologies were received from Margaret Bebbington, Robert Brown, James Camm, Trevor Oats and Angela Piggott

MCC15 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 received.

MCC16 Minutes of Marketing & Communications Committee meeting of 26th June 2023
RESOLVED: It was proposed and agreed 3 abstain 2 that the minutes of the meeting of 26th June 2023 be approved, to be signed by the Chair at a later time.

MCC17 To review actions points from the last meeting:
PP advised that around 450 people currently subscribe to the Cary Crier. It is regularly advertised. Encourage people to send events to Pek.

Somerscience planning has started and Haynes Motor Museum is a possible location.

MCC18 Marketing and Communications
A) **Marketing and Communications update report** The Committee received an update
B) **Social Media Trends Report** The Committee received the report. Discussion took place regarding other social media like Instagram and Tik Toc. Whilst remembering other mediums including the newsletter and posters around the town.

MCC19 Events
A) **Fun on the Field-** Happening this Sunday, 27th August. Henry Hobhouse is the lead.
B) **Apple Day-** 29th October. No update received but the event has been added to the newsletter with a to be confirmed.
C) **Cary's Christmas Cracker-** Plans are ongoing. More community stall holders are needed.
D) **Arthur Keegan Concert Tour-** 25th July 2024.
It was proposed and agreed to charge the full hire price.
Action 230821/1: Marketing and Communications Administrator to enquire about ticket charges
E) **Fun Fair- It was proposed and agreed for the hire charge to remain the same.** To be reviewed next year.
F) **Race Night-** For The Market House Project, Suggested Months February or March.

Action: 230821/2: Marketing and Communications Administrator to plan with Rotary lead.

MCC20 Markets

A) Report received. It was agreed to arrange a market meeting.

Action: 230821/3: Town Clerk to arrange a Market Meeting

MCC21 Market House / Bookings

A) Agreed to buy the umbrellas and store in Catherine's Close.

Action: 230821/4: Town Clerk to purchase umbrellas

B) The current postcard was shared. Agreed to re-design and quotes for printing costs

Action: 230821/5: Marketing and Communications Administrator to re-design and obtain quotes for printing

C) JM reported that The Market House is a service and not a business. The yearend report and budget to date income is clear. Our accounts are audited twice a year with no issues found. Along with our target income and expenditure are budgeted and scrutinised monthly at the finance meeting. Members of the public can access the accounts at any time and our budget is published online and on the public notice board outside The Market House.

MCC22 Newsletter

A)Updates have been made.

MCC23 Policies

A) RESOLVED: It was proposed and unanimously agreed that the Social Media Policy be readopted

B) RESOLVED: It was proposed and unanimously agreed that the Lone Working Policy be readopted

C) RESOLVED: It was proposed and unanimously agreed that the Equal Opportunities Policy be readopted

D) RESOLVED: It was proposed and unanimously agreed that subject to the agreed changes the Advertising Policy be readopted

MCC24 Castle Cary Business Group

A) An update was received. The Marketing and Communications Manager is liaising with the group and reported that their first meeting is on 5th September.

MCC25 Cemetery Chapel leaflet

A)The leaflet has been printed in the newsletter and it was agreed that The Marketing and Communications Administrator will arrange for 100 leaflets to be printed.

Action230821/6: The Marketing and Communications Administrator to get 100 leaflets printed

The meeting ended at 20.38pm

The next meeting of the Marketing and Communications Committee will be held on Monday 23rd October at 7:00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by 12/10/2023.