Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 29th January 2024 at 7.00pm

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

Present: Angela Piggott (Chair), Frances Alden, Margaret Bebbington, Philippa Biddlecombe, Judi Morison, Pek Peppin
In attendance: Lisa Davis, Catrin Loxton, Katie Armstrong and two members of the public

19:00 – Open session

A local resident spoke about their concerns regarding possible changes to the delivery arrangements for the newsletter and suggested that a meeting with CCTC, APC and key stakeholders would be useful.

The meeting started at 19:04

2023

MCC44 Apologies for absence
Linda Ball, James Camm, Dave Gill and Tom Trouton had sent their apologies.

MCC45 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).
Angella Piggott declared an interest in item MCC50d).

MCC46 Minutes of Marketing & Communications Committee meeting of 30th October 2023
RESOLVED: It was proposed and unanimously agreed that the minutes of the meeting of 30th October 2023 be approved, to be signed by the Chair at a later time.

MCC47 To review actions points from the last meeting:
There were no updates.

MCC48 Marketing and Communications

a) Marketing and Communications update report A report had been circulated in advance of the meeting. It was noted that there is a good variety of future bookings/events.

b) To discuss the use of alternative / additional Town Council communication channels A list of Town Council communication channels currently used was circulated in advance of the meeting. It was agreed to look at the possible re-introduction of the monthly events list on the noticeboards.

Action 240129/1: Angela Piggott / Marketing and Communications Administrator

MCC49 Events

a) **Fun on the Field event** Toybox Preschool are planning to hold the Fun on the Field event on 25 August 2024.
b) **Apple Day** Angela Piggot advised that there was no update on plans for an event this year.
c) **Cary's Christmas Cracker** Judi Morison reported that Somerset Council had confirmed the road closure costs for 2024 and 2025. The date for the event this year has not yet been agreed but it was noted that Bruton Town Council would be holding their Christmas event on Thursday 5 December.
d) **Race night** The Race night is being held on 1st March 2024 to raise funds towards the Market House project. All sponsors have been confirmed and the event will be promoted in the next few days.
e) **Somerscience Festival 2023** An update report had been circulated in advance of the meeting.

MCC50 Markets

a) **Report from Market Manager** A report had been circulated in advance of the meeting.
b) **Update on celebratory items for 10 year anniversary of weekly market** images of the item designs were circulated at the meeting. The Town Clerk reminded the Committee that it had been agreed by Full Council to fund celebratory items at cost price up to £500.
c) **To note updated Terms and Conditions for weekly market** Noted
Angela Piggott left the meeting.
d) **To agree charges for Vintage Market**
RESOLVED: it was proposed and unanimously agreed to recommend to Full Council that the charges for the Vintage Market are increased by 10% for 2024/25.
Angela Piggott returned to the meeting.

MCC51 Market House / volunteers update

a) **Castle Cary and Ansford walks leaflet**
i. **To agree print quantity** the draft leaflet was circulated to those present. It was agreed that the Town Clerk would send a copy to The Newt and ask if there were any planned changes in the near future that may impact on the walks included.
Action 240129/2: Town Clerk
RESOLVED: it was proposed and unanimously agreed to print 1,000 copies in colour and to look for a possible sponsor
ii. **To agree charge for walk leaflets to be sold at Information Office** possible charges were discussed but no decision taken.
b) **Coffee mornings** Jill Halford reported that there are no gaps in the Coffee morning diary for 2024 and there were very few groups who requested two dates.
c) **To agree booking fees for 2024/25**
RESOLVED: it was proposed and unanimously agreed to recommend to Full Council that the booking fees increase by 10% with effect from 1st April 2024.
d) **To discuss weddings event at the Market House** The Marketing and Communications Administrator reported that a weddings event would be held at the Market House on Saturday 22 June 2024.

MCC52 Newsletter

a) **To discuss options for newsletter production, printing and delivery from 1st April 2024** Angela Piggott reported that Ruby Craner-Buckley was no longer able to do the type setting. Groups had been asked to reduce the word count for their items from 250 – 200 words to reduce costs.

RESOLVED: it was proposed and unanimously agreed to ask Mandy Bloom to typeset the February edition.

It was agreed that discussion with APC was needed to discuss the arrangements and sharing of costs for future editions. It was noted that some stakeholders had expressed an interest in being involved in these discussions. Concerns were raised about the impact on residents and local groups if the newsletter was no longer delivered to all households. Pek Peppin suggested that something should be included in the February newsletter informing the community that changes may be made to the printing/delivery arrangements for future editions.

MCC53 Policies

a) **To review the General Policy**
RESOLVED: it was proposed and unanimously agreed to recommend to Full Council that the General Policy be re-adopted with amendments.

MCC54 Southwest In Bloom

a) **To consider possible entry submission to Southwest in Bloom in 2024** CCTC do not have the resource to support an entry and it was felt that it was too late for this year. It was agreed to include an item in the newsletter asking for volunteers to form a group to take this forward for 2025.

MCC55 Website

a) **Update on events listing on the website** Laura Tilling gave an update on the events listing and thanked the Marketing and Communications Administrator for support to get this onto the website. Important weekly events have now been added. Angela Piggott thanked Laura for her work on this.
b) **Update on website changes** A Volunteering section has been added to the website.

MCC56 Public participation leaflet

a) **To agree public participation leaflet**
RESOLVED: it was proposed and unanimously agreed to publish the leaflet on the website and to have hard copies available at Council meetings.

MCC57 Noticeboard

a) **To discuss noticeboard near Library** It was agreed to look at possible options for repair or replacement before considering removal of the noticeboard.

MCC58 Promotion of local bus services

a) **To discuss promotion of local bus services** It was noted that CCTC had made efforts to promote the local bus services, the £2 fare and the possible threats to local services.

The meeting ended at 21:13

The next meeting of the Marketing & Communications Committee will be held on Monday 26th February 2024 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 15th February 2024.