Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 20th May 2024 at 7.00pm

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

Present: Margaret Bebbington (Chair), Frances Alden, Linda Ball, Dave Gill, Andrew Lane, Judi Morison, Trevor Oats and Pek Peppin
In attendance: Lisa Davis, Catrin Loxton, Jill Halford

The meeting started at 19:00

2024

MCC01 Apologies for absence
Philippa Biddlecombe, Angela Piggott and Tom Trouton had sent their apologies.

MCC02 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.

MCC03 Minutes of Marketing & Communications Committee meeting of 26th February 2024
RESOLVED: It was proposed and agreed (6 – for, 2 – abstained, 0 – against) that the minutes of the meeting of 26th February 2024 be approved, to be signed by the Chair at a later time.

MCC04 To review actions points from the last meeting:
There were no updates.

MCC05 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting.

MCC06 Events

a) **Somerset Day Big Picnic – feedback from event** the picnic held at the Donald Pither field on 12th May was a great success. Judi Morison thanked everyone who was involved in planning the event at such short notice.
b) **Weddings event - update on plans** the weddings event is taking place at the Market House on Saturday 22nd June. Many local wedding suppliers have signed up to attend. Councillors were asked to let Catrin know if they are able to help with the setup on Friday 21st June.
c) **Fun on the Field event – update on plans for 2024** Toybox Preschool would be running Fun on the Field on Monday 26th August.
d) **Apple Day – update on plans for 2024** Margaret Bebbington offered to lead the arrangements for Apple Day with Frances Alden, Linda Ball, Robert Brown and Dave

Gill. It was agreed that the event would take place on Sunday 27 October. Margaret Bebbington would arrange a date for an initial meeting to discuss the plans.

Action 242005/1: Margaret Bebbington

e) **Cary's Christmas Cracker – update on plans for 2024** Judi Morison reported that the road closure application had been submitted. The event is on Thursday 12th December. Judi and Laura Tilling attended a Castle Cary Commerce Association meeting where suggestions were put forward by local business representatives.

MCC07 Markets

a) **Report from Market Manager** A report was circulated in advance of the meeting.

MCC08 Market House / volunteers update

a) **Volunteer update** Jill Halford gave an update.

b) **Castle Cary and Ansford walks leaflet** Jill Halford confirmed that the new walks leaflet had been printed and was available to purchase at the Information Office.

c) **To discuss concerns raised about private party bookings at the Market House and consider amendments to the Terms and Conditions** The issues/concerns were discussed and it was agreed that the Town Clerk would draft a response to address the queries raised. It was suggested that consideration should be given to make an additional charge for parties and it was agreed that the Town Clerk and Marketing and Communications Administrator would look into this further.

Action 242005/2: Town Clerk

Action 242005/3: Town Clerk / Marketing and Communications Administrator

MCC09 Newsletter

a) **Update on arrangements for newsletter production and printing** The Marketing and Communications Administrator gave an update and confirmed that the next edition of the newsletter would be delivered in July.

b) **To discuss proposal to go out for tender for delivery of the Autumn / Winter newsletter** It was agreed that a meeting would be arranged with Caryford Community Hall Association to discuss the delivery arrangements.

Action 242005/4: Town Clerk

c) **Update on sponsorship / advertising** A letter would be sent to local businesses regarding the sponsorship / advertising opportunities.

Action 242005/5: Marketing and Communications Administrator

MCC10 Town Council logo

a) **To discuss proposal to change the Castle Cary Town Council logo** Andrew Lane queried why the Market House is not on the logo as it is the main building in the town. It was agreed that Margaret Bebbington, Andrew Lane, Catrin Loxton, Judi Morison and Pek Peppin would meet to discuss further and look at possible alternative designs. The Marketing and Communications Administrator would arrange a meeting.

Action 242005/6: Marketing and Communications Administrator

The meeting ended at 20:20

The next meeting of the Marketing & Communications Committee will be held on Monday 24th June 2024 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Town Clerk by Thursday 13th June 2024.