



MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING

held on Monday 28th October 2024 at 7.00pm

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

Present: Angela Piggott (Chair), Frances Alden, Linda Ball, Margaret Bebbington, Philippa Biddlecombe, Dave Gill, Judi Morison, Pek Peppin, Trevor Oats and Tom Trouton

In attendance: Catrin Loxton, Jill Halford

The meeting started at 19:00

2024

MCC33 Apologies for absence

No apologies received.

MCC34 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.

MCC35 Minutes of Marketing & Communications Committee meeting of 19th August 2024

RESOLVED: It was proposed and agreed (8 – for, 2 – abstained, 0 – against) that the minutes of the meeting of 19th August 2024 be approved, to be signed by the Chair at a later time. To note – the last sentence of these minute's needs completing in full.

MCC36 To review actions points from the last meeting:

There were no updates.

MCC37 Marketing and Communications

a) Marketing and Communications update report A report had been circulated in advance of the meeting. Angela Piggott proposed in the new year to promote evening bookings in the Shambles further. Judi Morison thanked the Marketing and Communications Administrator for the revenue generated from bookings in the Assembly room.

b) Update on umbrellas on the cobbles Tom Trouton has agreed to drill the holes in the cobbles on Wednesday 6th November.

c) Update on proposal to change the Town Council logo The Marketing and Communications administrator and Judi Morison gave an update on the initial meeting that was held.

RESOLVED: It was proposed and agreed (9 – for, 1 – abstained, 0 – against) to keep the Roundhouse as the Town Council logo, but to update the design.

Action 242810/1: Angela Piggott to speak to Sue on the market and Biddy Peppin about creating a line drawing of the Roundhouse.

MCC38 Events

- a) **Fun on the Field** – Angela Piggott reported that she had spoken to Caroline Sharley who confirmed the Carnival Society were keen to run the event next year, however, was still yet to contact Sue Pexton to confirm for certain.
Action 242810/2: Marketing and Communications Administrator to call Henry Hobhouse to confirm he no longer wants to be involved in running the event.
- b) **Apple Day Feedback** – Margaret Bebbington gave feedback on the day and suggested improvements for next year.
Action 242810/3: Margaret Bebbington to email the traders to thank them and request they make a donation towards the Market House and Pavilion projects.
- c) **Cary's Christmas Cracker** – Judi Morison gave an update on the plans and confirmed the road closure is in place. Bradsons are employed for the evening, but marshals are required. There is a coffee morning on 23rd November, incl. lantern making for children.
- d) **EAT Festival** – Following discussions on the event.
RESOLVED: It was proposed and agreed (9 – for, 1 – abstained, 0 – against) that in principle the event goes ahead but the Town Council are not in a financial position to fund the event.
Action 242810/4: Judi Morison and the Marketing and Communications Administrator to contact the organisers to discuss the decision.
- e) **Events Committee and booking form update** – The events booking leaflet was circulated.
Action 242810/5: Marketing and Communications Administrator to share with the volunteers and finalise.
- f) **Circus – to discuss booking for 2025** – The Marketing and Communications Administrator reported that John Lawson's Circus are unable to attend but a new circus Devitos would like to visit. All were in favour to continue talks, and it was agreed that this would be discussed with Ansford Parish Council as part of the Fairfield group.
- g) **Fun Fair location contingency** – Following a discussion it was agreed that no contingency was required.

MCC39

Markets

- a) **Report from Market Manager** – Angela Piggott gave an update from the Market Manager. The last market of the year will be the 24th December and it will return on Tuesday 7th January 2025. Discussions were had on the rate to charge any new traders wanting to trade in November and December and on whether we give the traders any free weeks in January and February. It was agreed any new traders, wanting a one-off pitch before Christmas should be charged £25.
Action 242810/6 Angela Piggott to obtain the figures for not charging the traders for 1 month and report to councillors.
- b) **To discuss market pitch fees for 2025/26** – A discussion was had.
RESOLVED: It was proposed and agreed (9 – for, 1 – abstained, 0 – against) to keep the pitch fees the same for 2025/26.

MCC40

Market House / volunteers update

- a) **Volunteer update** Jill Halford gave an update, noted that tourist visitor numbers are up considerably for this time of the year. Judi Morison thanked the volunteers for taking on the Spot the Window competition. Pek requested the volunteers record the number of visitors looking to visit the museum during the winter months.
Action 242810/7 Jill Halford and the Marketing and Communications Administrator to discuss further the free use of the Shambles for coffee mornings during January and February.

- MCC41 Hire of the Undercroft on a Friday morning**
a) To discuss booking request from Higher Farm – Following a discussion.
RESOLVED: It was proposed and unanimously agreed (10 – for, 0 – abstained, 0 – against) that we offer a trial period to trade in the Undercroft on Friday mornings until the end of this year and the charge will be in line with the commercial rate for Undercroft hire per hour.
- MCC42 Newsletter**
a) Update on arrangements and sponsorship for Autumn edition Angela Piggott read out the email sent by the Town Clerk to Ansford Parish Council to confirm decisions made at Full Council. The Marketing and Communications administrator gave an update on sponsorship. Tom Trouton kindly offered to sponsor again if another sponsor is not found.
b) To discuss continuing with 3 editions in 2025 – March, July and November and agree a front cover theme. Following a discussion a seasonal theme of photographs was suggested for the front covers.
RESOLVED: It was proposed and agreed (9 – for, 1 – abstained, 0 – against) to continue with 3 editions per year.
- MCC43 Christmas Trees/Lights**
a) To confirm arrangements for 2024 Judi Morison confirmed that there will be a red light placed under the holly tree, lights on the Horsepond, no large tree in the pond this year. There will also be battery lights on the trees throughout the High Street.
- MCC44 Fairtrade**
a) Update on 20-year anniversary celebration plans – There was no update.
- MCC45 Hanging Baskets**
a) To discuss the arrangements for hanging baskets in 2025. Following discussions on this year's baskets and if we go out to tender for next year.
Action 242810/08 Marketing and Communications Administrator to check with the Town Clerk if we need to go out to tender for next year's contract.
Action 242810/09 Judi Morison and Tom Trouton agreed to speak with their contacts at The Newt to discuss possibly funding the shortfall of associated costs.
- MCC46 2025 Meetings Schedule**
a) Discuss draft 2025 meetings schedule
Action 242810/10 – The Deputy Town Clerk to circulate the schedule with councillors.
- MCC47 Town Council and Information Office Christmas closing**
a) To discuss arrangements for Town Council and Information Office Christmas closing.
RESOLVED - It was proposed and unanimously agreed (10 – for, 0 – abstained, 0 – against) to agree the proposal from the Town Clerk.
- MCC48 Christmas drinks**
a) To agree date and note arrangements for Christmas drinks event for councillors, staff and volunteers. Following a brief discussion, it was unanimously agreed Christmas drinks will be held on 17th December at 6pm.

The meeting ended at 20:45

The next meeting of the Marketing & Communications Committee will be held on Monday 27th January 2025 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 16th January 2025.