Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 27th January 2025 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, Gavin Crisp, Dave Gill, Judi Morison and Trevor Oats
In attendance: Catrin Loxton, Jill Halford

The meeting started at 19:00

2025

MCC49 Apologies for absence
Tom Trouton sent his apologies.

MCC50 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).
Angela Piggott declared an interest in MCC56 b and MCC57 b.

MCC51 Minutes of Marketing & Communications Committee meeting of 28th October 2024
RESOLVED: It was proposed and agreed (8 – for, 1 – abstained, 0 – against) that the minutes of the meeting of 28th October 2024 be approved, to be signed by the Chair at a later time.

MCC52 To review actions points from the last meeting:
Angela Piggott reported that there is £238 loss to the council for not charging the Tuesday Market traders in January, this will be covered by reserves.

MCC53 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting. Judi Morison thanked the Marketing and Communications Administrator for the social media followers/likes figures. Angela Piggott highlighted two upcoming events – the Pavilion Project Business launch on Thursday 6th February and the Volunteers Celebration on Friday 7th February and requested councillors to attendance if possible.
b) **Update on umbrellas on the cobbles** The holes have not been drilled. Angela Piggott is in contact with Tom Trouton to get them done during the Spring.
c) **Update on proposal to change the Town Council logo** Angela Piggott has spoken with Sue on the market to create a line drawing of the Roundhouse.

MCC54 Events

a) **Fun on the Field** – The Marketing and Communications Administrator updated that she'd had spoken to Henry Hobhouse who confirmed he doesn't want to organise the event but is happy to have a stall.

Action 252701/1: Marketing and Communications Administrator and Angela Piggott to speak with the Carnival Society about organising the event.

b) Circus – to discuss booking for 2025 – The Marketing and Communications Administrator reported that a new circus Devitos would like to visit for one week at the end of June/beginning of July.
RESOLVED: It was proposed and unanimously agreed (9 – for, 0 – abstained, 0 – against) to go ahead with the booking and charge the circus £400 + VAT (in line with the Fair) providing all the correct documentation – insurance, risk assessment etc. are received.

c) To discuss a Somerset Day event on Sunday 11th May 2025 on the Donald Pither Field. A discussion was had and Angela Piggott provided background info on the Church fete and its purpose and explained that the group wish to redirect their energies to support the Pavilion Project. It was agreed a working party would be created to start organising the event, Angela Piggott, Margaret Bebbington, Judi Morison, Philippa Biddlecombe, Dave Gill, Gavin Crisp and Frances Alden all volunteered to be a part of it.

MCC55 Eat Festival 2025

a) Update on plans for EAT Festival on 13th April 2025 Angela Piggott gave an update on the event, using notes from a recent meeting with Bev the organiser.

b) To discuss letting the Undercroft free of charge for community use at the EAT Festival A discussion was had.
RESOLVED: It was proposed and unanimously agreed (9 – for, 0 – abstained, 0 – against) the Undercroft would be free of charge to promote the pavilion project and weddings and events in The Market House and the main gate should have a clear entrance from the cobbles of approx. 3m.
Action 252701/02: Marketing and Communications Administrator to contact Bev to let her know how we will use the Undercroft and request 3m access from the cobbles.

MCC56 Markets

a) Report from Market Manager – A report from the market manager was circulated in advance of the meeting. A discussion was had on the addition of Catley's at The White Hart on a Tuesday.
Angela Piggott left the room.

b) To agree charges for the Vintage Market for 2025/26
A discussion was had.
RESOLVED: It was proposed and unanimously agreed (9 – for, 0 – abstained, 0 – against) to keep the charges the same for 2025/26.

MCC57 Market House / volunteers update

b) To discuss the offer to community groups and charities and arrangements for coffee mornings when Vintage markets are taking place on the 1st Saturday of month from March to September. A discussion was had.
RESOLVED: It was proposed and agreed (7 – for, 1 – abstained, 0 – against) that the coffee morning bookings continue as usual, with the group being made aware if the date is a Vintage Market day.
Angela Piggott returned to the meeting.

a) Volunteer update Jill Halford gave an update. She noted that it has been particularly cold in the Tourist office recently and has requested that all key holders use the main front door when the Tourist office is open, rather than open the side door.
Action 252701/03: Marketing and Communications Administrator to adjust the heating so it comes on earlier in the morning and Philippa Biddlecombe agreed to monitor the situation and investigate further if necessary.

c) **To agree the booking charges for 2025/26** A discussion was had.
RESOLVED: It was proposed and unanimously agreed (9 – for, 0 – abstained, 0 – against) to keep the charges the same.

d) **To discuss amendments to Terms and Conditions for Market House bookings.** A discussion was had.
Action 252701/04: Marketing and Communications Administrator to highlight the additional cleaning charge (if required) and add the removal of all rubbish.

MCC58 Newsletter

a) **Update on arrangements and sponsorship for March edition** Marketing and Communications Administrator reported that the U3A photography group have agreed to send seasonal photos for the front covers for all three editions this year and will contact Co-Op about sponsorship.
Action 252701/05: Marketing and Communications Administrator to contact APC to confirm how many copies they would like printed.

MCC59 Fairfield Working Group

a) **To agree the updated Terms of Reference** A discussion was had. Philippa Biddlecombe and Trevor Oats who are part of the group explained that these were not the Terms of Reference, and that they are waiting for the final terms to be discussed at the upcoming Fairfield working group meeting.

MCC60 Policies

a) **To review the General Policy** A discussion was had.
RESOLVED: It was proposed and agreed (5 – for, 4 – abstained, 0 – against) to agree the policy following completing the minor amendments discussed.

b) **To review the Market House Licensing Policy** A discussion was had.
RESOLVED: It was proposed and unanimously agreed (9 – for, 0 – abstained, 0 – against) to agree the policy.

The meeting ended at 20:46

The next meeting of the Marketing & Communications Committee will be held on Monday 24th March 2025 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 13th March 2025.