Castle Cary Town Council
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Tuesday 27th May 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, Philippa Biddlecombe, Gavin Crisp, Judi Morison, and Trevor Oats
In attendance: Catrin Loxton, Jill Halford

The meeting started at 19:00

2025

MCC01 Apologies for absence
Margaret Bebbington, Dave Gill, Pek Peppin and Tom Trouton.

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 24th March 2025
RESOLVED: It was proposed and agreed (6 – for, 1 – abstained, 0 – against) that the minutes of the meeting of 24th March 2025 be approved, to be signed by the Chair at a later time.

MCC04 To nominate and elect a Vice Chair of the Marketing and Communications Committee
RESOLVED: It was proposed and unanimously agreed (7 – for, 0 – abstained, 0 – against) to elect Margaret Bebbington as Vice Chair of the Marketing and Communications Committee.

MCC05 To review actions points from the last meeting.
They will be covered in this agenda.

MCC06 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting. Angela Piggott added that we have just received a judging date for Cary in Bloom on Thursday 3rd July at 10am.

b) **Update on umbrellas on the cobbles** Angela Piggott reported that this was complete and the umbrellas have been in use. A discussion was had and it was agreed that Mike Stokes would be asked to put out 2/3 umbrellas with 1 table and 2 chairs with each on a Wednesday and Friday (weather dependant). It was also agreed that the Saturday coffee morning groups would have a set of instructions, to use the umbrellas if they wish.
Action 252705/01 Angela Piggott and Marketing and Communications Administrator to create a set of instructions for the coffee morning users.

c) **To discuss arrangements for Christmas trees or alternative festive decorations in the town centre for 2025.** A discussion was had on what CCTC have done in previous years and alternatives, including lanterns and strings of lights were discussed.
RESOLVED: It was proposed and agreed (6 for, 1 abstained, 0 – against) to decorate The Market House as usual and the Horsepond with lights, the same as last year but not pay for the Hight Street businesses decorations.
Action 252705/02 Town Clerk to propose this at the next Full Council meeting to agree and to take this to the next Commerce Association to discuss the businesses thoughts on this.

d) **To discuss funding for new Market House Project leaflet**
RESOLVED: In Pek's absence and without a clear cost it was unanimously agreed to defer this to the next Finance Committee (7 – for, 0 – abstained, 0 – against).

MCC07 Events

a) **Fun Fair – to agree the charge for the use of Fairfield (previously £480 including VAT)**
RESOLVED: A discussion was had, it was proposed and unanimously agreed (7 – for, 0 abstained, 0 – against) to charge £425 + VAT (£510).
Action 252705/03 Town Clerk to propose this to Full Council to agree.

b) **Update on Devito's circus in July** Philippa Biddlecombe gave an update, signage is up, and tickets are on sale. Andrew Lane is providing sponsorship of £200 and Linda Ball reported that the Parish Charity agreed a generous donation of £500 to support families unable to afford tickets.

c) **Feedback on VE and Somerset Day event on Sunday 11th May 2025** Angela Piggott thanked all those involved for their help and support to create a wonderful afternoon, which was well attended and had a lovely atmosphere. £400 was raised for the Pavilion Project and the leftover scones have been frozen ready to use at the Pavilion Project Party.

d) **Update on plans for the Pavilion Project Party on the Donald Pither Memorial Field proposed for Sunday 24th August 2025.** A working group meeting has been scheduled for Monday 2nd June at 10am.

MCC08 Markets

a) **Report from Market Manager** Angela Piggott gave a report from the Market Manager. This included making the committee aware that The Grey Dogs charge £50 to attend the market and they will be coming again on the 24th June. Everyone agreed they are welcome addition. The Market Manager also requested an increase in advertising to increase footfall.
Action 252705/04 Marketing and Communications Administrator to work on an advertising campaign.

b) **To agree the membership of the Markets Group**
RESOLVED: A discussion was had, it was proposed and unanimously agreed (7 – for, 0 – abstained, 0 – against) that the group members should be the Market Manager – Wendy Silver, Paul Parsons, Angela Piggott, Margaret Bebbington, Tom Trouton and the Marketing and Communications Administrator

MCC09 Market House/Volunteer Update

a) **Volunteer Update** Jill Halford gave an update on the visitor numbers for 2024/25 and explained a new initiative introduced by The Newt to support the Saturday coffee mornings. They will match fund up to a sum of £200 to each coffee morning, as long as they haven't received funding from them this year.

MCC10 Newsletter

a) **To discuss a reduction in the cost to sponsor the back page.** A discussion was had, and it was agreed that the Marketing and Communications Administrator should have the authority to negotiate the figures and potentially reduce to £300 for the whole back page or £175 for a half page advert.

Action 252705/05: Angela Piggott and the Marketing and Communications Administrator to meet to discuss.

b) **To agree an increase in Mandy Bloom's typesetting charge.** A discussion was had. **RESOLVED:** It was proposed and unanimously agreed (7 – for, 0 – abstained, 0 – against) to accept the increase.

The meeting ended at 20:22

The next meeting of the Marketing & Communications Committee will be held on Monday 28th July 2025 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 17th July 2025.