Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 28th July 2025 at 7.00pm

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

Present: Angela Piggott (Chair), Linda Ball, Margaret Bebbington, Philippa Biddlecombe, Gavin Crisp, Andrew Lane, Judi Morison, and Trevor Oats

In attendance: Catrin Loxton, Jill Halford

The meeting started at 19:00

2025

MCC11 Apologies for absence
Frances Alden, Dave Gill, Pek Peppin and Tom Trouton.

MCC12 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 MCC17 b).

MCC13 Minutes of Marketing & Communications Committee meeting of 27th May 2025
RESOLVED: It was proposed and agreed (6 – for, 2 – abstained, 0 – against) that the minutes of the meeting of 27th May 2025 be approved, to be signed by the Chair at a later time.

MCC14 To review actions points from the last meeting.
It was agreed to create a Whatsapp group for help on a Wednesday and Friday to put away the umbrellas on the cobbles (weather dependant).

MCC15 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting. Andrew Lane commented on the use of the CCTC logo for marketing purposes and agreed to share the Commerce Association logo of the Market House as an alternative.
Action 252807/01 Angela Piggott and the Marketing and Communications Administrator to investigate further.
Angela Piggott added it would be a useful exercise to monitor the footfall during bookings and events, particularly when looking at applying for funding for projects.
Action 252807/02 Marketing and Communications Administrator to create spreadsheet and ask hirers for attendance figures.

b) **Update on Christmas trees in the town centre for 2025.** Philippa Biddlecombe explained that the high street shops and businesses have all received a letter from Martin Goodland of SLR Outdoor Maintenance who is independently arranging delivery and putting up of Christmas trees in the High Street.

c) **To discuss a hire charge/donation for use of the Donald Pither Memorial Field.** A discussion was had, and it was agreed that the Town Clerk would ask the Wincanton Town Clerk at an upcoming meeting if they charge hirers for the use of Cale Park.
Action 252807/03 Town Clerk to investigate hire charge agreements used by Wincanton Town Council.

d) **To consider the purchase of an advertising banner for the Pavilion Project Party at a cost of £70 approx.**
RESOLVED: A discussion was had, it was proposed and unanimously agreed 8 – for, 0 abstained, 0 – against) to purchase two banners to promote the event.
Action 252807/04 Marketing and Communications Administrator to create and order two banners as soon as possible.

MCC16 Events

a) **Feedback on Devito's Circus visit** This was reported at the recent Full Council meeting.

b) **Update on plans for the Pavilion Project Party on Sunday 24th August** Margaret Bebbington gave an update and confirmed plans are progressing well. Andrew Lane reported he is aiming for 15 vintage cars to attend (weather permitting) and will also contribute some goods for the raffle and contact Delaware Vets if they would be interested in attending. The next meeting is on Monday 18th August at 6pm.

c) **Apple Day – to discuss an event for this year** A discussion was had and it was agreed not to organise an event this year.

d) **To consider hosting a Skate/Scooter coaching session on Fairfield again next year.**
RESOLVED: A discussion was had, and it was proposed and unanimously agreed 8 – for, 0 abstained, 0 – against) to go ahead with the event and we look forward to receiving the APC logo to include on the publicity.

MCC17 Markets

a) **Report from Market Manager** Marketing and Communications Administrator read out the report from the Market Manager and Angela Piggott discussed Higher Farm's request to join the Tuesday market.

b) **To review the contract arrangements for Market Manager**
RESOLVED: It was proposed and unanimously agreed (8 – for, 0 abstained, 0 – against) to defer this to the next Finance meeting to allow the Town Clerk to investigate further.

MCC18 Market House/Volunteer Update

a) **Volunteer Update** Jill Halford had nothing to update.

MCC19 Policies

a) **To review the Advertising Policy** A discussion was had and it was agreed it needs updating inline with the new website.
Action 252807/05 Marketing and Communications Administrator to update the policy and request councillors take a look at the website and report any issues to the Marketing and Communications Administrator.

b) **To review the Equal Opportunities Policy** A discussion was had and Linda Ball queried what monitoring system was in place.
Action 252807/06 Judi Morison and Philippa Biddlecombe agreed to review the policy and amend as appropriate.

MCC20 The Council Star Award

a) **To discuss nominations for the Star Council Awards** A discussion was had.
RESOLVED: It was proposed and unanimously agreed (8 – for, 0 abstained, 0 – against) to nominate CCTC and for Judi Morison to coordinate the application.

The meeting ended at 20:15

The next meeting of the Marketing & Communications Committee will be held on Monday 22nd September 2025 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 11th September 2025.