Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 22nd September 2025 at 7.00pm

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

Present: Margaret Bebbington (Chair), Linda Ball, Philippa Biddlecombe, Dave Gill, Judi Morison, Trevor Oats and Tom Trouton

In attendance: Catrin Loxton, Jill Halford

The meeting started at 19:00

2025

MCC21 Apologies for absence
Frances Alden, Gavin Crisp, Pek Peppin and Angela Piggott.

MCC22 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.

MCC23 Minutes of Marketing & Communications Committee meeting of 28th July 2025
RESOLVED: It was proposed and agreed (5 – for, 2 – abstained, 0 – against) that the minutes of the meeting of 28th July 2025 be approved, to be signed by the Chair at a later time.

MCC24 To review actions points from the last meeting.
It was agreed to defer creating a Whatsapp group for help with the umbrellas on the cobbles until next year when the weather has improved and the building works next door may be coming to an end.

MCC25 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting. Judi Morison commented on the large number of Facebook and Instagram followers/likes and thanked the Marketing and Communications Administrator.
Action 252209/01 Marketing and Communications Administrator to investigate further creating a new Market House logo to promote the building.
b) **Update on Christmas trees in the town centre for 2025.** The Marketing and Communications Administrator gave an update from Martin Goodland of SLR Outdoor Maintenance who confirmed that 34 businesses have ordered and paid for trees.
c) **To discuss a hire charge/donation for use of the Donald Pither Memorial Field.** A discussion was had, and it was agreed that we would request a 10% donation from any profit-making business hiring the field.
d) **To note the Music Licence for The Market House has been renewed.** Noted.

e) **To discuss moving the board that is fixed to the railings promoting space at The Market House.**
RESOLVED: A discussion was had, it was proposed and agreed 5 – for, 2 abstained, 0 – against) to move the CCTC board to the wall behind the bench in the porch area and to move The Market House board to the wall by the bike rack.
Action 252209/02 Philippa Biddlecome to request Mike Stokes moves the boards subject to checking we have the required planning permission to do so.

f) **To discuss arrangements for hanging baskets in 2026.** Linda Ball commented how beautiful the baskets looked this year and would like to formally thank Julian Shave for providing and maintaining the baskets this year.
Action 252209/03 Lisa Davis to formally thank Julian Shave for this years' hanging baskets.
RESOLVED: A discussion was had and it was proposed and unanimously agreed to put £5000 in the budget for hanging baskets for 2026 and to establish a formal agreement with the Commerce Association and High Street businesses.
Action 252209/04 Lisa Davis to take this proposal to Full Council and to go out to tender for the contract for 2026.

MCC26 Events

a) **Feedback on the Pavilion Project Party** A discussion was had and Philippa Biddlecombe confirmed the total amount raised was still TBC. Margaret Bebbington suggested whether the event should be moved to an alternative date to avoid the Bank Holiday weekend and perhaps incorporate a car boot sale next time.
b) **Update on Cary's Christmas** Judi Morison updated that the plans are all going well for Thursday 11th December. Martin Goodland has sourced some anti-terrorist barriers that are required this year. Pip is going to have a mini Christmas Market at The White Hart and real reindeer.

MCC27 Markets

a) **Report from Market Manager** – No report had been received.

MCC28 Market House/Volunteer Update

a) **Volunteer Update** Jill Halford explained she had received a request from Pek Peppin to open the Tourist Office during the afternoons. Following a discussion, they agreed Pek would put a notice out via the Cary Crier looking for afternoon volunteers. Jill has also given the Museum a pack of useful information for any visitors.
Action 252209/05 Marketing and Communications Administrator to put a notice in the newsletter and on Facebook when the Crier notice goes out.

MCC29 Policies

a) **To review the Safeguarding Policy** A discussion was had and it was agreed, providing reporting a safeguarding issue online was added.
b) **To agree the updated Advertising Policy** Agreed.
c) **To agree the updated Equal Opportunities Policy** Agreed.
Action 252209/06 Volunteers and CCTC to create an equal opportunities form for new volunteers to complete.

MCC30 Town Council and Information Office Christmas closing

a) **To discuss arrangements for Town Council and Information Office Christmas closing.** A discussion was had.
RESOLVED: It was proposed and unanimously agreed to close the offices at 12.30pm on Wednesday 24th December and reopen at 9.30am on Friday 2nd January 2026.

MCC31 Christmas Drinks

a) **To agree date and note arrangements for Christmas drinks event for councillors, staff and volunteers.** It was agreed to hold the Christmas drinks on Wednesday 17th December from 6pm in the Shambles, The Market House.

The meeting ended at 20:20

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