

MARKETING & COMMUNICATION REPORT FOR ANNUAL TOWN MEETING

1. **NEWSLETTER** - By popular demand The newsletter has been carried on for the residents of Castle Cary and is delivered to each household in the Town. Despite losing some funding Catrin, our Marketing Assistant has increased revenue from advertising and has updated the layout and this also helps with keeping the costs down with the result that the cost to the Council is reduced.
2. **MARKET HOUSE** - The weekly Tuesday market is a huge draw for the town and overall bookings have increased and we are monitoring footfall.
3. **FACEBOOK** - It is important to advertise events and information on a regular basis so Catrin has created a specific style for this information for sharing on social media including a link to the Town website and the online Newsletter.
4. **EVENTS** - Following the last few years of parties held on the Donald Pither Field during the summer, we are delighted to announce that this year the party will be working with Cary in Bloom in particular a Sow, Grow and Bloom event to be held on the 11 July. We are also delighted to be welcoming the Circus back onto Fairfield also in July.