Castle Cary Town Council
The Market House
Market Place
Castle Cary
BA7 7AH
Telephone: 01963 359631
Email: town.clerk@castle-cary.co.uk
Website: www.castle-cary.co.uk

MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 23rd March 2026 at 7.00pm

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

Present: Margaret Bebbington (Chair), Frances Alden, Linda Ball, Philippa Biddlecombe, Gavin Crisp and Judi Morison

In attendance: Catrin Loxton, Jill Halford, 2 members of the public

Open session

A member of the public expressed their concerns with the funfair on Fairfield, due to the lighting, noise, disturbance past 10pm and overall disruption whilst the funfair is there. They suggested an alternative site, such as Caryford Hall would be more suitable. They also raised concerns over the newly planted trees, although welcome in Fairfield, this could result in the positioning of the funfair and circus closer to their property. Philippa Biddlecombe updated the resident on the Town Council's recent correspondence with Mr Burnett (owner of the funfair) to suggest changes to make it more tolerable for the resident, which he accepted and would seek to implement.

The meeting started at 19:16

2025
MCC50

Apologies for absence
David Bright, David Gill, Pek Peppin, Angela Piggott and Trevor Oats sent their apologies

MCC51 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).

MCC52 Minutes of Marketing & Communications Committee meeting of 26th January 2026
RESOLVED: It was proposed and agreed (5 – for, 1 – abstained, 0 – against) that the minutes of the meeting of 26th January 2026 be approved, to be signed by the Chair at a later time.

MCC53 To review actions points from the last meeting.
Philippa Biddlecombe reported that a letter had been sent to the owner of the old post office Building to request approval to purchase a new board. It was believed no response has been received as yet. As soon as approval is received the new board will be purchased. Following a discussion on email signatures, it was decided that the Marketing and Communications Administrator would send all councillors instructions on how to add the Privacy Statement to their email signature and "Please consider the environment before printing."

Judi Morison confirmed the Environmental Policy is still to be reviewed. All other action points were completed.

MCC54 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting. Judi Morison commented on how good the recent Spring newsletter is.

b) **To discuss adding a sign to our town welcome road signs to celebrate our success in Cary in Bloom.** A discussion was had and all councillors were in favour in principle.
Action 262303/01 Marketing and Communications Administrator to investigate further and receive quotes.

c) **To discuss arrangements for setting up and putting away the umbrellas on the cobbles when the weather improves.** A discussion was had and it was agreed due to the logistics, best use of staff time and ongoing building works to The Angel which disrupt the area this would be postponed until next year. Linda Ball suggested giving access to the Undercroft on hot days.
Action 262303/02 Office staff or Caretaker to open and close the Undercroft on suitable days.

d) **To discuss the creation and management of a Castle Cary Town Council Facebook page.** The Marketing and Communications Administrator read out an email of the Town Clerk's initial thoughts and background to the current Castle Cary Facebook page. A discussion was had, regarding the impact on staff time and managing a new page successfully. It was agreed to put this on hold for the time being and focus on creating a 'CCTC style' for any Town Council posts.

e) **To discuss creating a new Market House logo using elements of the Commerce Association logo, subject to permission from David Simon.** A discussion was had and it was agreed to investigate further and to see some designs.
Action 262303/03 Marketing and Communications Administrator to investigate further and come up with some designs to share at the next meeting.

MCC55 Events

a) **Devito's Circus – to agree the charge for the use of Fairfield from 29th June to 6th July 2026 (previously £400 + VAT (£480)** A discussion was had.
RESOLVED: It was proposed and unanimously agreed to charge the same as last year.

b) **To discuss a request from Burnett's Funfair to hold a funfair during Half Term week in in May, arriving on the 26th May.** A discussion was had; it was noted that this would provide an additional activity for young people and that Fairfield would be the most suitable location, as it is easily accessible for the community and historically has always hosted the funfair. Councillors felt it was important to obtain views from the community.
Action 262303/04 Marketing and Communications Administrator to create a Facebook poll to ask whether the community would support the funfair in May.

c) **Burnett's Funfair – to agree the charge for the use of Fairfield in October (previously £425 + VAT (£510).** A discussion was had.
RESOLVED: It was proposed and agreed (5 – for, 1 – abstained, 0 – against) to charge the same as last year.

d) **To discuss a request from Cary in Bloom to use the Undercroft to display sunflowers for the festival during the first two weeks of July.** A discussion was had and all councillors were in favour, providing they don't affect the Tuesday market and are displayed on the railings only.
Action 262303/05 Marketing and Communications Administrator to update Penny Steiner on the decision.

MCC56 Markets

a) **Report from Market Manager** Margaret Bebbington read out the report received. A discussion was had and it was agreed a Markets Meeting was needed.
Action 262303/06 Marketing and Communications Administrator to organise a

Markets Meeting with the relevant group members.

MCC57 Market House/Volunteer Update

a) To discuss ways to improve the look and cleanliness of the Undercroft and make it more user friendly. Philippa Biddlecombe explained it's a constant battle to keep the Undercroft clean and clear of pigeon poo. However, there has now been netting installed throughout the ceiling to prevent the pigeons nesting. The bins are also now stored in the cupboard. Judi Morison is kindly making some new pads for the chairs and Frances Alden has generously offered to donate some gingham tablecloths.
Action 262303/07 Philippa Biddlecombe to ask Mike to clean the area every Friday and Monday and repair the kick board under the sink area.
Action 262303/08 Marketing and Communications Administrator to ask Paul Parsons to stack the chairs to a reasonable level after the Tuesday Market.

b) Volunteer Update Jill Halford gave an update. They are struggling to recruit volunteers to cover afternoons in the Tourist office, a request has gone out in the newsletter and the Cary Crier.

MCC58 Policies

a) To review the Lone Working Policy – A discussion was had. Linda Ball suggested the Review Procedure should be removed, councillors agreed.
Action 262303/09 Deputy Town Clerk to amend the policy and direct to Full Council to approve.

b) To review the Training and Development Policy – A discussion was had.
RESOLVED: It was proposed and unanimously agreed to accept the policy.

The meeting ended at 20:28

The next meeting of the Marketing & Communications Committee will be held on Tuesday 26th May 2026 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 14th May 2026.