Castle Cary Town Council
The Market House
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MINUTES OF MARKETING AND COMMUNICATIONS COMMITTEE MEETING
held on Monday 29th June 2026 at 7.00pm

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

Present: Margaret Bebbington (Chair), Linda Ball, Gavin Crisp, David Gill, Judi Morison and Trevor Oats

In attendance: Catrin Loxton and Jill Halford

The meeting started at 19:00

2026

MCC01 Apologies for absence
Philippa Biddlecome, David Bright, Pek Peppin and Angela Piggott sent their apologies.

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 23rd March 2026
RESOLVED: It was proposed and agreed (4 – for, 2 – abstained, 0 – against) that the minutes of the meeting of 23rd March 2026 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 and agree Committee Membership. RESOLVED it was proposed and agreed (5 – for, 1 – abstained, 0 – against) that Angela Piggott would be Vice Chair of the Marketing and Communications Committee.

MCC05 To review actions points from the last meeting.
Judi Morison and Linda Ball confirmed the Environmental Policy will be reviewed before the next meeting. The Marketing and Communications Administrator is still to investigate adding a sign to our town welcome road signs. All other action points were completed.

MCC06 Marketing and Communications

a) **Marketing and Communications update report** A report had been circulated in advance of the meeting.

b) **To agree if a replacement noticeboard is needed, following the removal of the board on the old post office wall. If agreed, to discuss a suitable location and if any permissions would be required.** A discussion was had and it was agreed if replaced the noticeboard needs to be in a prominent place in the centre of town/front of The Market House. Further investigation is required to find a suitable location and determine if any permission/consent is needed.

c) **To discuss new Market House logo examples created by the Marketing and Communications Administrator.** The logo designs were shared amongst the committee, and one design was unanimously chosen as the preferred choice.
Action 262906/01 Marketing and Communications Administrator to implement this logo on all promotional material for The Market House

d) **To discuss arrangements for Christmas trees or alternative festive decorations in the town centre in 2026.** Judi Morison explained Martin from SLR's new design concept to create metal frame Christmas trees with built in lights, to provide a more sustainable solution than real Christmas trees. A discussion was had and councillors agreed they liked the concept in principle but would like to see a prototype and the costs involved.
Action 262906/02 Marketing and Communications Administrator to contact Martin from SLR to provide an example of a tree and quotation for the next meeting.

e) **To discuss marketing campaign for recruitment of new Town Councillors and Town Council Election in 2027.** A discussion was had. Judi Morison mentioned there is a NALC campaign which is a good resource. The Marketing and Communications Administrator suggested a meet the councillor's session during a coffee morning, evening drinks etc. The majority felt it was not a good time to start to try and advertise now during the summer, as it's a busy time with holidays etc. so to begin in September/October. It was agreed to double check the protocol of recruitment/advertising vacancies with the Town Clerk and to discuss at the next HR/Full Council meeting.
Action 262906/03 Marketing and Communications Administrator to approach the Town Clerk to establish which is the next most appropriate meeting to discuss this.

MCC07 Events

a) **Feedback on the Skate coaching event in April and to agree if we hold another session in August.** The Marketing and Communications Administrator gave feedback from the Rubicon the attendees and positive feedback they've received from the event in April.
RESOLVED: It was proposed and unanimously agreed to go ahead with another session in August 2026.

MCC08 Cary in Bloom

a) **To agree booking charges for Cary in Bloom Art exhibition (29th June – 10th July)** A discussion was had.
RESOLVED: it was proposed and agreed (4 – for, 2 – abstained, 0 – against) that there will be no hire charge.

b) **To discuss hire charges for the use of the gazebos for Cary in Bloom event on 11th July. RESOLVED: it was proposed and agreed (5 – for, 1 – abstained, 0 – against) that there will be no hire charge.**

MCC09 Empty Shops

a) **To discuss improving the appearance of empty shops on the High Street.**
A discussion was had regarding Angela Piggott's proposal of using old photographs of Cary to display in empty show windows. Councillors expressed concern as to who covers the cost for this. It was suggested we contact the owners of the old Co-op building and ask them if they would take responsibility and create a display for Cary in Bloom.
Action 262906/04 Margaret Bebbington agreed to try and make contact and propose this request.

MCC10 Newsletter

a) **To discuss providing copies of the newsletter and distributing them to all businesses on the High Street.**
RESOLVED: It was proposed and unanimously agreed to distribute copies.

MCC11 Music Licence

a) **To discuss the number and type of events that should be included when the licence renews and to also agree if any of these costs should be added to the booking charges.** A discussion was had.
Action 262906/05 Marketing and Communications Administrator to investigate further if the charges are paid in advance and how to add extra events.

MCC12 Markets

a) **Report from the Market Manager**
Margaret Bebbington shared a report from the Market Manager, in summary footfall had been good despite the heatwave, there are new stalls on the market – please support them.
RESOLVED: It was proposed and unanimously agreed the Market Steering group members are – Margaret Bebbington, Market Manager, Angela Piggott, Marketing and Communications Administrator and Maisie Brown.

b) **To agree the Tuesday Market adverse weather conditions policy**
RESOLVED: It was proposed and unanimously agreed to accept the policy, following an amendment to the title to say – Tuesday Market and it being laid out in our standard policy format.

MCC13 Market House/ Volunteers update

a) **Volunteer Update** Jill Halford updated that the Tourist office has one new volunteer and one potential and they will be having a stall at the Sow, Grow, Bloom festival. The Town Council are also hoping to hold a small tea party to celebrate several volunteers' 80th birthdays this year. Trevor Oats suggested in future this item is brought forward so Jill Halford doesn't have to endure the entire meeting. This was unanimously agreed.

MCC14 Policies

a) **To review the Advertising Policy** – A discussion was had.
RESOLVED: It was proposed and unanimously agreed to accept the policy, following minor changes.

The meeting ended at 20:10

The next meeting of the Marketing & Communications Committee will be held on Monday 27th July 2026 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 16th July 2026.