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 27th July 2026 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, Gavin Crisp, Judi Morison, Trevor Oats and Angela Piggott

In attendance: Catrin Loxton and Jill Halford

The meeting started at 19:00

2026

MCC15 Apologies for absence
David Bright, David Gill, and Pek Peppin

MCC16 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.

MCC17 Minutes of Marketing & Communications Committee meeting of 29th June 2026
RESOLVED: It was proposed and agreed (5 – for, 2 – abstained, 0 – against) that the minutes of the meeting of 29th June 2026 be approved, to be signed by the Chair at a later time.

MCC18 To review actions points from the last meeting.
Linda Ball confirmed the Environmental Policy will be reviewed before the meeting in November. All other action points will be covered in tonight's meeting.

MCC19 Marketing and Communications

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

b) **To agree a suitable location for a replacement noticeboard.** A discussion was had and Trevor Oats reported that he has spoken to Ed to check with the owner of the building on the corner of the Pitchings if we could attach a new noticeboard to the wall.

c) **To discuss arrangements for alternative Christmas tree decorations in the town centre in 2026.** A star prototype was supplied by Martin from SLR. The Marketing and Communications Administrator gave details of the costs provided from Martin and explained that Martin could also create a Christmas Tree and Present design if required. A discussion was had around it being a more sustainable solution than Christmas trees.
RESOLVED: It was proposed and agreed (6 – for, 1 – abstain, 0 – against) to purchase Stars for the shops and businesses on the High Street and maintain Christmas trees on The Market House.

Action 262707/01 Judi Morison agreed to approach the Commerce Association with the proposal to gather their views.

d) To discuss marketing campaign and meet the councillors sessions for recruitment of new Town Councillors and Town Council election in 2027.
A discussion was had regarding the proposed monthly meet the councillor sessions on Saturday mornings beginning on the 8th August. Judi Morison suggested publishing the weekly Council Committee meetings on Facebook to invite the public to attend.
Action 262707/02 Marketing and Communications Administrator to publish the weekly council committee meetings on Facebook.

MCC20 Market House/Volunteers update

a) Volunteer update Jill Halford thanked CCTC for the afternoon tea last week to celebrate some of the volunteers 80th birthdays. Sally the new volunteer is regularly helping Fiona on Friday mornings, which is great. She also updated that the new volunteer will be in contact as soon as they recover from their knee replacement. Judi Morison on behalf of the Cary in Bloom working group thanked the volunteers for their help in selling the sunflower maps.

MCC21 Events

a) Fun fair (11th – 18th October) to agree the charge for the use of Fairfield (previously £425 plus VAT) The Marketing and Communications Administrator confirmed that this item was on the agenda in the March meeting and it was agreed to charge the same as last year.

MCC22 Newsletter

a) To discuss the removal of the APC article within the newsletter. A discussion was had.
RESOLVED: It was proposed and agreed (6 – for, 0 – abstain, 1 – against) to recommend to Full Council to remove Ansford from the title of the newsletter and limit Ansford Parish Council to a 200 word article, in line with all contributors, as APC do not financially contribute to the production of the newsletter.
Action 262707/03 Trevor Oats agreed to inform APC of this decision.

MCC23 Markets

a) **Report from the Market Manager** Angela Piggott explained that a report had been read the previous week at the Full Council meeting. She reported that there has been a good buzz at the market recently and is on an upward turn, with lots of new stallholders – the market manager is struggling to fit them in!

The meeting ended at 19:34

The next meeting of the Marketing & Communications Committee will be held on Monday 28th September 2026 at 7.00pm. Any items for inclusion on the agenda should be forwarded to the Marketing and Communications Administrator by Thursday 17th September 2026.