



## Castle Cary Town Council

The Market House  
Market Place

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### **Approved Minutes for the Marketing, Communication Committee 6:30pm on Monday 25th June 2018 at the Market House, Castle Cary:**

**Present:** Penny Steiner, Chair, Justin Birch, Judi Morison, Pek Peppin, Terry Philpott, Sally Snook,

**Officers Present:** Sue Hake, Town Clerk, Anna Branson, Booking & Promotions Manager

**2018**

**MCC 41 Apologies for absence**

Martin Atkins, Bob Gilbey, Barbara Williams, Nick Weeks, Debra Henderson, Hedge Hornbeam

**MCC 42 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)**

No items declared

**MCC 43 Exclusions of the press and public:** to agree any items to be dealt with after the public, including the press, have been excluded

No items requested to be excluded

**MCC 44 Confirmation of the minutes for the MCC meeting held on Monday 23 April 2018**

**Resolved:** Agreed

**MCC 45 Actions and Reports from last meeting not dealt with elsewhere on the agenda**

Feedback from DH to be received at future meeting

Market Banner to be followed up at later meeting

Information regarding payment of late fees now included on invoices and charged if appropriate.

Terms of reference have been returned to TP

**MCC 46 Council Communications/Events**

- a) Marketing & Publicity– Update – Anna’s report circulated Bad debts have reduced and only one old debt is due  
 PRS PPL license has been obtained  
**Action** AB to monitor the need for increased music license and feedback to PS for budgeting purposes  
 Hirers are requested to notify the Bookings and Promotion Manager if they plan to play music  
**Action:** AB to inform users of legal requirements including coffee mornings  
 Blackmore Vale Breakfast group would like to run coffee mornings to raise funds for charitable organisations  
 Advertising through F has taken place but it is not known if any benefits have come from this  
 PS informed Councillors that an officer from SSDC is arranging a meeting with Emily Estate to discuss working with them on marketing and local promotions. This will involve Castle Cary, Bruton & Wincanton
- b) Market House external signage  
 PS confirmed the orders will be completed in the next week and the determination has been confirmed by SSDC this week
- c) Banner Policy – Is it working?  
**Action:** AB to meet with the volunteers to reconfirm the process
- d) Notice boards – update  
**Action SH to feedback time spent by MS to agree progress for the second frame for the notice board outside the Post Office**  
**AB working with SH on a new Town Council notice board**
- e) Discuss the event to launch Fairfield  
 PS reported a poster will be circulated to invite everyone to the Official opening  
 PS is hopeful that Michael Eavis is free to do the opening  
**Action :** PS to contact Crown Petfoods to enquire about funding  
 JB informed councillors a reporter interviewed him from Mendip Times about Fairfield  
 JM confirmed Suzie Mckenzie has stated there is not an issue with parking  
 JB reported an accident hadas happened  
 Notices are being put up again to say CCTC are not liable and advising to wear helmets and protective wear  
 A new combination r padlock has been ordered and a sign with contact details will be put onto the main gate with contact numbers to allow access to emergency vehicles
- f) Review of Cheese and Cider Festival  
 PS reported the event broke even and the organisers are keen to hold a further event possibly at the time of apple pressing TP suggested also considering using the Donald Pither field

- g) Update on Eat Festival 2019**  
 PS gave feedback from attending the Burnham on Sea and obtained positive feedback from traders about the organisers  
 TP raised concerns about parking for the event  
 PS stated there may be parking at Caryford Hall and a shuttle bus  
 PP suggested the rental of nearby fields
- h) Big Christmas 2018**  
 PS reported there will be a meeting tomorrow evening and explained more people are needed to help  
 Chamber of Commerce are keen to work with Big Christmas
- i) Discuss a mission statement for the use of the Market House (sample statements to be circulated)**  
 AB explained the need to help decide between Community bookings versus Commercial bookings  
 The White Hart carpark was suggested as an alternative venue for coffee mornings if there were clashes  
**Action:** PS to put in an article in the Newsletter to inform people why we need to have a considerable number of commercial bookings to manage funding the community bookings.**Resolved:** Statement B to be tweaked by AB and PS to progress to work with and be circulated
- TP questioned how we promote the Market House to increase Commercial type bookings
- Action:** AB to liaise with the White Hart about possibility of relocating coffee mornings
- j) Discuss a booking policy for commercial bookings and coffee mornings**  
 If a coffee morning is booked the booking will hold unless a wedding is requested
- k) Update on The Chamber of Commerce**  
 JM suggested PS should attend the Chamber of Commerce as Chair of Marketing and Communication

**MCC 47**

**Weddings**

- a) Update on wedding bookings**  
 AB reported from the five bookings two have now cancelled either side of Somerset Art weeks  
 Action: JM and AB to pursue other possible art exhibition
- b) Discussion on booking policy for weddings**  
**Full payment within 10 weeks of the bookings**
- c) Proposal:** to Levy a 50% non-refundable deposit for all wedding bookings to secure the date  
**Resolved: Agreed**

SS also suggested advising people they can take out insurance for wedding cancelation

**d) Proposal:** To produce a wedding banner to advertise availability

**Action:** AB to purchase banner

**MCC 48 Bad Debts**

Update on Lance Clark debt  
His estate has confirmed the debt will be paid

**MCC 49 General Policy-How we work - Review**

**Resolved:** Agreed amendments to the HR section  
Other items to be reviewed for each committee

**MCC 50 Update on Market House Costs**

Review the running costs of the Market House and discuss the way forward

Deferred to the next meeting

**MCC 51 a) Market Day - update**

**b) Market signage – update**

**c) Vintage Market – update**

Deferred to the next meeting

**MCC 52 LAMP update & autumn programme**

JM reported next meeting to be held the next day to plan autumn programme

**MCC 53 Youth Matters**

**a) Youth Council – Update**

JB reported it requires external management to make it work but he does not have adequate time to get the momentum going at the moment

**b) Youth Club update**

JM reported Youth Club is still happening and the youth programme is also running on Tuesdays

JM is working with Craig Manley from the Methodist Church who have funding for a youth worker

**The meeting closed at 8.37pm**

**MCC 54** Date of next meeting Tuesday 28 August 2018 6.30pm at the Market House

