

MALMESBURY TOWN COUNCIL

Minutes of the Town Promotions & Tourism Committee Meeting held in the Town Hall, Malmesbury on 15 April 2010 at 7.00pm

Present: Councillor: P J Goldstone – Chairman
Councillor A Carnegie
Councillor J Lawton
Councillor Mrs R Miles
Councillor M Snell
Councillor A Stamp

Public Participation: No members of the public
No press

Apologies : Councillor Mrs C C Doody, - The Mayor
Councillor Ian Henderson
Councillor A Woodcock

51. Declaration of Interest
None given

52. Minutes
The Minutes of 4 February 2010 were received and adopted.

53. Tourist Information Centre – Report No.1
Members were given a copy of this report. Future statistics to be produced only in black & white.
ACTION : Tourist Officer

Generally Tourist numbers are up by footprint, telephone and e-mail.
WOMAD details are contained with the No.1 Report

54. Theatre Productions
Councillor A Stamp has received a letter from Shirley Collier of Athelstan Players.

To encourage Athelstan Players to put on performances at the Town Hall the Chairman suggested that a 'flat fee' be offered for each production. This is how visiting theatres are paid.

This flat fee will not include any rehearsals at the Town Hall.

A one act play would be a good introduction to this new method of payment; for a 1 evening performance.

Councillor A Stamp to continue negotiations with Athelstan Players.

The Town Council will be happy to help with promotions events.
ACTION : Councillor A Stamp

55. Eilmer 2010

Programme to be updated on a regular basis. Wider cover to be given and not particularity highlighted on Facebook.

ACTION : Tourist Officer

Eilmer promotional items are on order.

A New Zealand student has made a film on Eilmer and it is being negotiated to bring the film to Malmesbury.

ACTION : The Chairman

56. Alive & Kicking

Event ongoing with Malmesbury Town Council and the Chamber of Commerce.

ACTION : The Chairman

57. Regeneration of Malmesbury

There is a more positive up-taking of empty business units in the town.

Maps (Public Notice Boards)– The Chairman to remind organisations for a timescale on these projects. Councillor John Lawton will start the progress on a map which will include Eilmer

ACTION – The Chairman / Councillor J Lawton

Parking reimbursement (from Traders) and road improvements would help bring shoppers to the town.

Councillor John Thomson has statistics.

Perhaps a voucher could be collected from the Tourist Office for exchange in the shops. Traders participating in the scheme can display a Voucher Redemption notice in their windows.

ACTION : The Chairman

The new Malmesbury Town Guide will be available in approx 2 -3 weeks

Regeneration of Malmesbury will now be titled "Promotion of Malmesbury"

58. Markets – A French Market has been booked for October 1 and 2.

Italian market negotiations ongoing.

ACTION : The Chairman

59. St Aldhelm's Day Fair

The date is 29 May 2010.

Councillor Andrew Carnegie was trying to organise a Poetry Competition but has now been suspended due to timescales.

Although previously scheduled there will now be no Hog Roast or pie competition.

A Punch & Judy competition may be an alternative. Costings to be obtained.

ACTION – The Chairman

60. Beating of the Bounds

Date to be 23 May 2010 at 2pm.

Rev Noah to be asked on behalf of the Churches

For Health & Safety one person to wear a reflective jacket

ACTION - The Chairman / Mayor

61. Bloom in Malmesbury

An Entry Form is currently in the Malmesbury Town Council Newsletter.

Councillors thought the entry form was poor printing quality.

Tender has gone out to two local companies.

Rotary have agreed to sponsor the Traffic Mirror.

62. Correspondence – none received

The meeting closed at 8:01 pm