

# MALMESBURY TOWN COUNCIL

Minutes of the Town Promotions & Tourism Committee Meeting held in the Town Hall, Malmesbury on 18 June 2010 at 7.00pm

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**Present:** Councillor: Mrs C Doody – Chairman  
Councillor A Carnegie  
Councillor S Cox  
Councillor M Snell  
Councillor A Stamp

**Public Participation:** No members of the public  
No press

**Apologies :** Councillor Ian Henderson  
Councillor Mrs R Miles  
Councillor A Woodcock

**1. Declaration of Interest**  
None given

**2. Minutes**  
The Minutes of 15 April 2010 were received and adopted.

From the Minutes of 15 April the following items were updated :

**WOMAD :**  
Various items will be taken from the Tourist Office for sale at the event.

Also part of the stall should be : Craft – Kite Making – Eilmer merchandise.

**ACTION : Tourist Officer**

Councillor S Cox willing to sell Raffle tickets.

**ACTION : Councillor S Cox**

Directional Maps need to be on show. It was suggested this should be sited by Weavers Farm. A request to be sent to Mr & Mrs Weaver.

**ACTION :Tourist Officer**

Additional directional maps required in the Tourist Office and at our stall at Womad. Councillor Snell said a suitable map was given to Phil Rice.

**ACTION : Tourist Officer**

Entry tickets have been received into the office and these will be offered in exchange for those willing to commit to working to a four hour rota, each day, at the event.

Schedule to be prepared to the Tourist Officer in exchange for a ticket(s)

**ACTION : Tourist Officer**

Ad-hoc signs placed at the / near to the Roundabouts are being removed by Wiltshire Council. In view of this it was suggested that a dedicated place be assigned, similar to that at Wootton Bassett. Therefore, allowing Womad signage without comeback.

Members would like Phil Rice to approach the Planning Department to see if an area can be allocated.

If this is granted organisations wishing to display banners etc would have to seek permission through the Town Council.

**ACTION : Phil Rice**

**St Aldhelm's Day Fair** – the event was not a success due to adverse weather conditions.

**Beating the Bounds** – only two people turned up for this event. The Mayor decided to cancel as there were insufficient numbers.

Event to be reviewed for the future.

### **3. Tourist Information Centre – Report No.1**

Members were given a copy of this report.

As the weather is improving on last year this appears to be reflected in the statistics.

Councillor S Cox is prepared to help, on an ad-hoc basis, in the Tourist Office.

### **4. Theatre Productions**

A response to the letter send by Councillor A Stamp (15 April 2010) to Athelstan Players was send by e mail on 17 June into the office. Councillor A Stamp read the letters to members. A response will be sent to this.

A performance at the Town Hall can be Spring or Autumn to suit the programme of the players.

**ACTION : Councillor A Stamp**

Malmesbury Singers are putting on a semi-staged production of 'The Merry Widow' in the Town Hall on 17 July 2010. This has been organised by the Chairman. Proceeds to the Town Hall fund.

Tickets will be on sale at Malmesbury Rocks, Tourist Information and through Malmesbury Singers.

Councillor A Carnegie has details of a Brass Band that is interested in playing in the Town Hall in October 2010 (approx cost £300). Details to be passed to the Clerk of the Committee and a letter to be sent to request further details / availability.

Malmesbury Music Academy will be asked if they are interested in participating in the event.

**ACTION : Councillor A Carnegie / Councillor A Stamp / Chairman / Clerk to Committee**

Councillor Cox suggested that perhaps a partnership with the Carnival Committee would be helpful to give maximum publicity and support.

To be considered by the Chairman, and Councillor Cox will speak to Carnival Committee.

**ACTION : The Chairman / Councillor Cox**

**5. Eilmer 2010**

Programme being updated as events are confirmed.

The Chairman to check deadline for the Carnival Programme for the Eilmer events to be included in the publication.

**ACTION : The Chairman**

The merchandise for Eilmer on sale in the Tourist Office was shown to members by the Chairman.

The Chairman went through the events scheduled for Eilmer with the Committee Members.

**Eilmer The Musical in Malmesbury Abbey**

The production will now increase to two performances.

**Eilmer Film**

A New Zealand student has made a film on Eilmer, the CD on this has now arrived in the office.

**ACTION : The Chairman**

The production being help in London has been very well supported. Although the artists have declined to bring the production to Malmesbury the Chairman will approach them again.

**ACTION : The Chairman**

**Kite Festival**

Letter of Sponsorship to go out. An amount of confirmed sponsorship has been received. Details to be sent to Councillor A Carnegie.

**ACTION : Tourist Officer**

Modifications to be changed to the current poster. Chairman will give details needed.

**ACTION : The Chairman**

Car parking will be available at the Weavers Farm – charge to be made for parking and to anyone who wishes to camp. Mr & Mrs Weaver will need to be compensated for the clear up and returning the field to an agreed level of use.

**Poetry Competition**

Councillor A Carnegie has been in communication with a Poetry Website who are willing to promote this event free of charge.

Details to be given to the Chairman.

**ACTION : Councillor A Carnegie**

**6. Alive & Kicking**

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

The Mayor has engaged the help of Chris Jaeger, Elaine Godley and Keith Holdsworth for this event.

Councillor S Cox, as Deputy Mayor, has volunteered to help as well.

**ACTION : Councillor S Cox**

**7. Promotion of Malmesbury**

The Chairman expressed a concern re changing the name from Regeneration to Promotion.

The reason for the name change was because members felt that the town was generally 'picking up'.

The Chairman and members thought that the terminology Promotion of Malmesbury be used locally and Regeneration terminology should fall in line when dealing with Wiltshire Council. The Regeneration terminology is generally used throughout the country when referring to the trading conditions of a town.

**Maps** (Public Information Boards) – Councillor J Lawton intends to publish a map. Town Maps ongoing.

**8. Markets**

The Italian market appeared to be a great success, and certainly brought the town alive on a Sunday. The Chairman was in the town to be of assistance

The French Market booked for October 1 and 2 is still going ahead. Details are awaited from The Mayor.

**ACTION : The Mayor**

**Farmers Market**

Councillor A Carnegie carried out a survey with the traders on Saturday 12 June 2010. Some stalls are generally very happy with their takings and the fee paid for their stall. Those with low takings and new traders to the market thought takings against fee costs were generally high.

The local market manager was asked to invite the Management of Wiltshire Farmers to attend the meeting this evening but failed to attend

Members thought that a review with the market would give an in depth view of how the market was going forward.

A letter is to be sent to request a meeting at the Town Hall.

**ACTION :The Chairman / Jeff Penfold**

**9. Malmesbury Town Guide**

The publication has not yet been produced. The Chairman has spoken to Cotswold Media and details are awaited from them and The Mayor.

**ACTION : The Chairman / The Mayor**

**10. Bloom in Malmesbury**

The contract for the year 2010 was awarded to Foxley Road Nursery.

The groundsmen have now displayed the baskets, mangers etc around the town, and the seasonal watering has commenced.

Two sponsorships have been confirmed, The Rotary Club of the South Cotswolds and Sue Austin Business Services.

Sponsorship letter are due to be sent out.

**ACTION : The Chairman / Clerk to the Committee**

The Chairman would like the Groundsmen to explore areas that they think suitable for a street entry. Acting on this information various Councillors will speak to residents and encourage them to enter.

Information to be given to Councillor M Snell in the first instance.

**ACTION : All Councillors**

**11. Correspondence – none received**

The meeting closed at 8:45 pm