

# MALMESBURY TOWN COUNCIL

Minutes of the Town Promotions & Tourism Committee Meeting held in the Malting Hall, Town Hall, Malmesbury on 25 November 2010 at 7.00pm

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**Present:** Councillor: Mrs C Doody – Chairman  
Councillor S Cox  
Councillor I Henderson  
Councillor Mrs R Miles  
Councillor M Snell

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

**Apologies :** Councillor A Stamp

**Absent :** Councillor A Carnegie  
Councillor A Woodcock

**35. Declaration of Interest**  
None given

**36. Notes**  
The Notes of 2 September 2010 were received and adopted.

From the Notes of 2 September the chairman commented on the following :

French Market – Malmesbury Traders said their takings were significantly down on the market trading days. The Chairman spoke to several businesses in the town.

If another French Market is held in the town consideration to be given if part of Cross Hayes Car Park can be used on a Friday / Saturday. There could be a financial liability due to Wiltshire Council losing revenue from car parking fees.

**ACTION : Phil Rice**

**37. Alive & Kicking**  
**Report No.1** All Committee members agreed to the forthcoming event to be held in Spring 2011 as a joint venture between the Chamber of Commerce and Malmesbury Town Council.

Members also agreed that the Chamber of Commerce do the administration for the event.

The venture should be a 50% split liability between the Chamber and the Council.

A meeting will be arranged between the parties concerned.

**ACTION : The Chairman**

**38. Poetry Competition**

A very successful venture between Malmesbury Town Council, Malmesbury Library, local poets and local schools.

The finale was held on 12 November 2010 at the Town Hall with a Poetry Slam which was attended by Guest Poet and MC for the evening Peter Wyton.

Prizes were given for the three categories and certificates to the remaining categories.

A thank you to the sponsors of the event – Malmesbury Carnival and Cotswold Airport.

The Airbourne publication is on sale in the Tourist Office priced £4.00.

**39. Tourist Information Centre**

Due to sick leave it was not possible to collate statistics from this outlet in time for the meeting.

Councillor S Cox suggested that we need to raise an initiative to have the Tourist Office manned by more volunteers. Options for this will be considered by the Committee.

All members agreed that the 'old style' Town Guide booklet needs to be available for tourists again. Costings for a similar guide to be obtained for 5000 booklets. This will be a chargeable item in the Tourism Office.

**ACTION – The Chairman / Councillor S Cox**

**40. Car Parking in Malmesbury**

**Report No. 4** Councillor John Lawton is trying to get a refund system started in the town for the 40p car parking fee, in participating outlets, when spending say £10 in the shops.

This has been mentioned at an Area Board Meeting and Councillor John Thomson and Councillor Simon Killane have indicated their support for the scheme.

All committee members support this proposal for a joint application to be made to the Area Board.

This item to go forward to a Council meeting for further consideration.

**ACTION – The Chairman**

**41. Information Boards**

All Members agreed that the short stay car park be re-worked and Town Promotions & Tourism Committee pay the £70 cost to do this.

The board needs to be of a flexible nature to allow for any changes in the businesses participating.

**ACTION – The Chairman / Councillor J Lawton**

**42. Eilmer 2010**

An Eilmer Celebration Dinner is to be held on 4 December at the Town Hall. Numbers for the event are acceptable.

**Eilmer Merchandise**

**Report No.2** The Chairman asked members to consider what has to be done with the residue of this merchandise.

Members suggested the following :

- Sell at the late night shopping event in the Tourist Office
- Take a stall at the late night shopping event in the High Street, Councillors Cox, Henderson, Snell and The Chairman have all volunteered to trade for 30 minutes each.
- The remaining stock to be sold at knock-down prices.
- Appropriate items to be given away at the Eilmer Dinner on 4 December.

Table to be booked with the Chamber of Commerce for a pitch in the High Street.

Should any stock remain after these events the Committee will accept the value of the stock to be written off. All members agreed to this.

**ACTION – The Chairman**

#### **Councillor Mrs R Miles left the meeting at 8pm**

- 43. Farmers Market** – Presently there are only 3 – 4 traders taking a stall at this event. The current management company are considering a discounted cost for a limited period to encourage additional traders.

Phil Rice is presently communicating with the company and members request an update when available.

**ACTION – The Chairman / Phil Rice**

- 44. Malmesbury Town Guide** – The Chairman issued draft copies of the publication to members for comment.

The following comments were made for consideration:

- Should all the advertisements be collated at the back of the publication.
- What's On now needs to be updated as most of the original list given to the company has expired due to the late timescale to publish.
- Famous People section, pictures of these people need to be inserted. Information on this section required additional checking.
- Page 16 – information on William Stumpe needs to be checked.
- The small picture on page 18 needs to be deleted or replaced.

The Chairman informed members that the publication date has now slipped to mid January 2011.

A further meeting needs to be set-up with Cotswold Media as soon as possible.

Members of the Committee will give their feedback from the draft publication to the Administrator.

**ACTION – The Chairman / All Committee Members**

- 45. Bloom in Malmesbury 2011  
Report No.3 .**

All members agreed to the proposed budget figure of 1.5K for this event for the year 2011 / 2012.

Members were asked to suggest some new ideas for sponsorship.

Due to the reduced sum available the planting will be in selected 'density' areas.

The Chairman intends to raise another request for local schools to be involved in the event. Maggie Beggs at Malmesbury School to be contacted and others.

**46. Budget 2011 / 2012  
Report No. 5**

**Kite Festival** – A meeting is to be set up with members of the Kite Committee to ask if they wish the event to be held in 2011. The event will entirely run by the Kite Committee and Malmesbury Town Council will give 1K only towards costs.

If this is not agreeable then Members of the Committee agreed that the event should not be held in 2011 and review for 2012.

**ACTION – The Chairman / Councillor S Cox**

**From the Draft Budget 2011 / 2012** – Members have asked for a breakdown on the Consumables & Stock Purchases.

Members would also like statistics on the breakdown of Tourist Information Centre sales. This has been asked for previously from the Tourist Officer and statistics will be produced soon.

Members asked why there is such a deficit on consumables. The Chairman replied that an investigation is underway.

Generally committee members are looking for in-depth clarification on the budget figures and general trading figures.

**ACTION – Phil Rice / Jeff Penfold**

The meeting closed at 9:15 pm