

# MALMESBURY TOWN COUNCIL

Minutes of the Town Promotions & Tourism Committee Meeting held in the Malting Hall, Town Hall, Malmesbury on 3 February 2011 at 7.00pm

---

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

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

**Apologies :** Councillor A Carnegie  
Councillor I Henderson  
Councillor A Woodcock

**47. Declaration of Interest**  
None given

**48. Minutes**  
The Minutes of 25 November 2010 were received and adopted. An alteration was made by the Chairman for Councillor ACR Woodcock as apologies had been made to the Town Clerk.

From the Minutes of 25 November the Chairman and Members commented on the following :

**Events :**  
**St Aldhelm's Day Fair** – Councillor Steve Cox suggested as an enhancement / change to this fair an event could be held in the Cloister Garden.

Councillor Cox will speak to Barbara Pollard to gain her views on using this venue.

Using this venue for an event was very successful for the Carnival Committee.

Local schools to be asked to play a part in the musical side of the event. Perhaps local traders can be invited to take a stall to enhance the event.

**ACTION : The Chairman / Councillor Steve Cox**

## **Continental Markets**

Members would like these yearly events to continue. Phil Rice has had communications from these organisations and the Chairman will get the final details from him before a firm decision is made.

**ACTION : The Chairman with Phil Rice**

**French Market** – Malmesbury Traders said their takings were significantly down on the continental 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 : The Chairman**

**49. Alive & Kicking**

The Chamber of Commerce have set a new date of 7 May 2011 with the event be held in Malmesbury Town Hall. Malmesbury Town Council will be working together with the organisation and they will require some Administration help from the Council. Bookings will be made electronically through a link within the Chamber of Commerce.

Liability for the event will be shared by both parties.

A clause will be in the contract to state that exhibitors will be liable for any damages.

The Chamber of Commerce will set up workshops within the exhibition space and a Cafe will be operating within the exhibition space too.

No bond will be required by Malmesbury Town Council and the Chamber of Commerce.

Help will be required by Councillors for this event.

**ACTION : All members, Chamber of Commerce**

**50. Events**

**Kite Festival** – The Eilmer sub-committee through Councillor Steve Cox agreed with the Malmesbury Film Society to run two films during the Eilmer Festival.

No written agreement was ever drawn up.

Costs with the films are mainly associated with the licence costs..

Councillor Steve Cox will have a meeting with the Film Society to discuss the Invoice for the two films and will report back to the Town Clerk.

In general the Committee agreed that we should try to obtain a reduction on the bill.

**ACTION : Councillor Steve Cox**

**Kite Festival 2011**

A small budget has been set for this event. Jon Caton is willing to bring the event together with liaison of the Chairman of the Committee.

In order to keep costs at a reduced level the Kite Flyers will be from the UK only and local families will be asked to help provide accommodation.

Mr Weaver has given his consent for his field to be used, as per last year.

A 'Business Plan' is required, with two elements **1.** A Commercial element **2.** Kite Festival element.

A working group to be set-up.

**ACTION : The Chairman**

**Athelstan Players** – There will be no one-act play performed at the Town Hall this year or perhaps for the foreseeable future.

Councillor Andy Stamp has been in communication with the organisation and he has received a letter to confirm this.

It is their intention to use St Mary's Hall in Malmesbury.

**Concert** – Malmesbury Singers will be doing a concert at the Town Hall on 2 July 2011. Final details are being collated by the Chairman.

**ACTION : The Chairman**

**Royal Wedding**

The Mayor is to be asked if he has any intentions to plan any events for the Royal Wedding in Malmesbury.

**ACTION : The Chairman**

**51. Tourist Information Centre**

No visitor statistics / sales figures were available for this meeting.

The Chairman will investigate to see if any of the current 'Bank Staff' are capable of producing statistics.

**ACTION : The Chairman**

Members were shown a copy of a Town Guide for Bradford on Avon Tourist Information Centre.

Whilst the information on all aspects for Tourist requirements are first class; the resources are not available within the Town Council to produce a similar guide.

The Chairman visited Bradford a few years ago with the then current Tourist Information Officer (Joanne Macleod), and this facility is produced on an independent basis with quite a few staff collating the guide.

Councillor Steve Cox is currently trying to put a walking guide on Malmesbury together.

**ACTION : Councillor Steve Cox / The Chairman**

**Malmesbury Calender 2012**

Councillor Steve Cox suggested that we contact Robert Peel to ask for costings to produce a calendar.

**ACTION : The Chairman / Administrator**

**52. Car Parking in Malmesbury**

Councillor John Lawton has reported to the Chairman that not enough traders in the town wish to participate in the refund scheme.

Councillor John Thompson advised that for the scheme to be a success the uptake has to be around 50%.

Members would like urgent information on the expected Car Parking increases as soon as possible.

**ACTION : Town Clerk**

**53. Information Boards**

Councillor Lawton is delaying modifications to the boards as he awaits new information.

**ACTION : Councillor J Lawton**

**54. Eilmer 2010**

**Eilmer Dinner** – This event was organised by the Chairman to raise funds for the Eilmer Festival. The event was a great success, financially and socially, and Members praised the Chairman for all the work put into the event.

**Eilmer Merchandise**

Stock levels are still quite high, although some stock is selling on a low key basis. Stock will continue to be sold at the reduced price level until the next review.

**55. Malmesbury Farmers Market**

Members were passed a copy of Report No.1.

Members agreed to the recommendation made by the Town Clerk to waive the 15% levy until mid summer.

**ACTION : Town Clerk**

**56. Malmesbury Town Guide**

The Chairman reported that there has been communication with Cotswold Media. Their network is down at the moment and the final draft should be with the administrator week commencing 7 February 2011. It is anticipated that the publication will be ready for distribution by the end of February 2011.

The year on the publication will be 2011 – 2012 not 2010 – 2011.

The Chairman anticipates to finalise details week commencing 7 February 2011.

**ACTION : The Chairman**

**57. Bloom in Malmesbury**

Letters have been sent to 'prime' sponsors in the local area and letters of sponsorship to small traders will be going out in the future.

The documents for the supply of flowers will be revised and sent out soon.

**ACTION : The Chairman / Administrator**

The meeting closed at 8:45 pm